

Influencing with Value & Insight





Discussion

What is your concept of business development?



Leverage the proven RAIN Conversation Framework to convey maximum value and impact.

What Winners Do To Influence



700+
Purchases
studied



\$3.1
Billion in
products &
services



300+
Decision-maker
conversations



Exercise

What are the Top Factors Separating
Winners from Second Place Finishers?



Depicted purchasing process accurately



Collaborated with me



Understood my needs



Helped me avoid potential pitfalls



Connected with me personally



Persuaded me we would achieve results



Listened to me



Crafted a compelling solution



Educated me with new ideas or perspectives



Overall value from the company is superior to other options

TOP 10 ATTRIBUTES SEPARATING WINNERS FROM SECOND-PLACE FINISHERS

- | | |
|----|--|
| 1 | Educated me with new ideas or perspectives |
| 2 | Collaborated with me |
| 3 | Persuaded me we would achieve results |
| 4 | Listened to me |
| 5 | Understood my needs |
| 6 | Helped me avoid potential pitfalls |
| 7 | Crafted a compelling solution |
| 8 | Depicted the solution process accurately |
| 9 | Connected with me personally |
| 10 | Overall value is superior to other options |





2.8x
MORE LIKELY
to collaborate



3x
MORE
LIKELY

...to educate with
new ideas and
perspectives

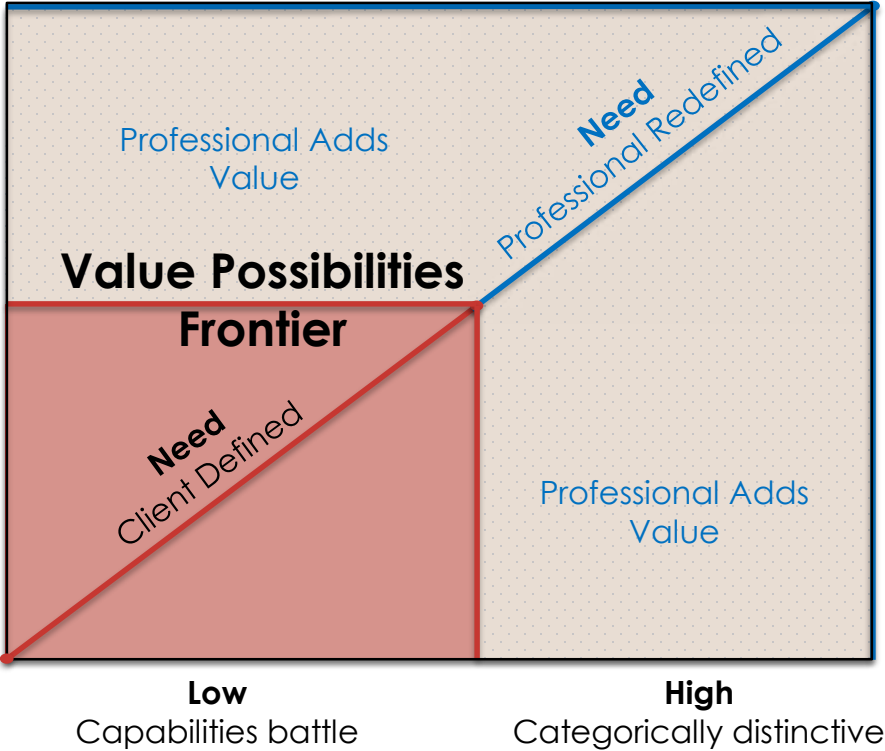




High
Unleashed
unexpectedly

Impact

Low
Vision constrained



Differentiation



RAIN Conversation Framework



Rapport



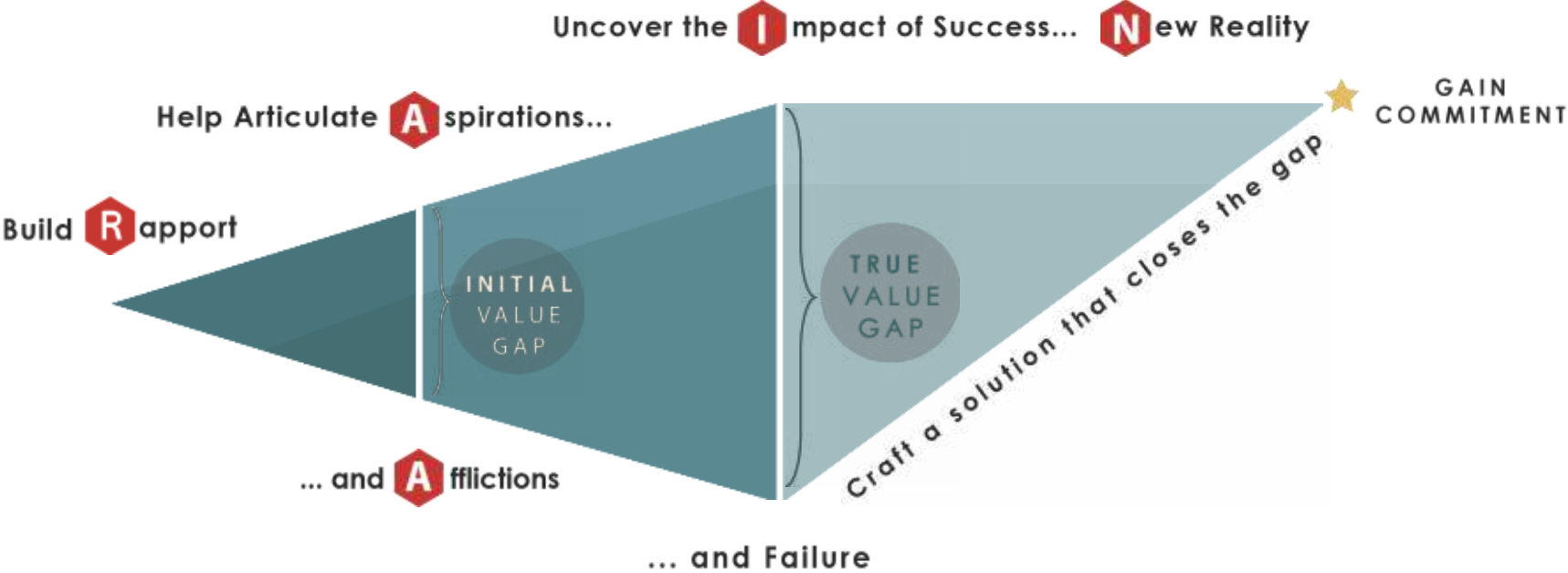
Aspirations and **A**fflictions

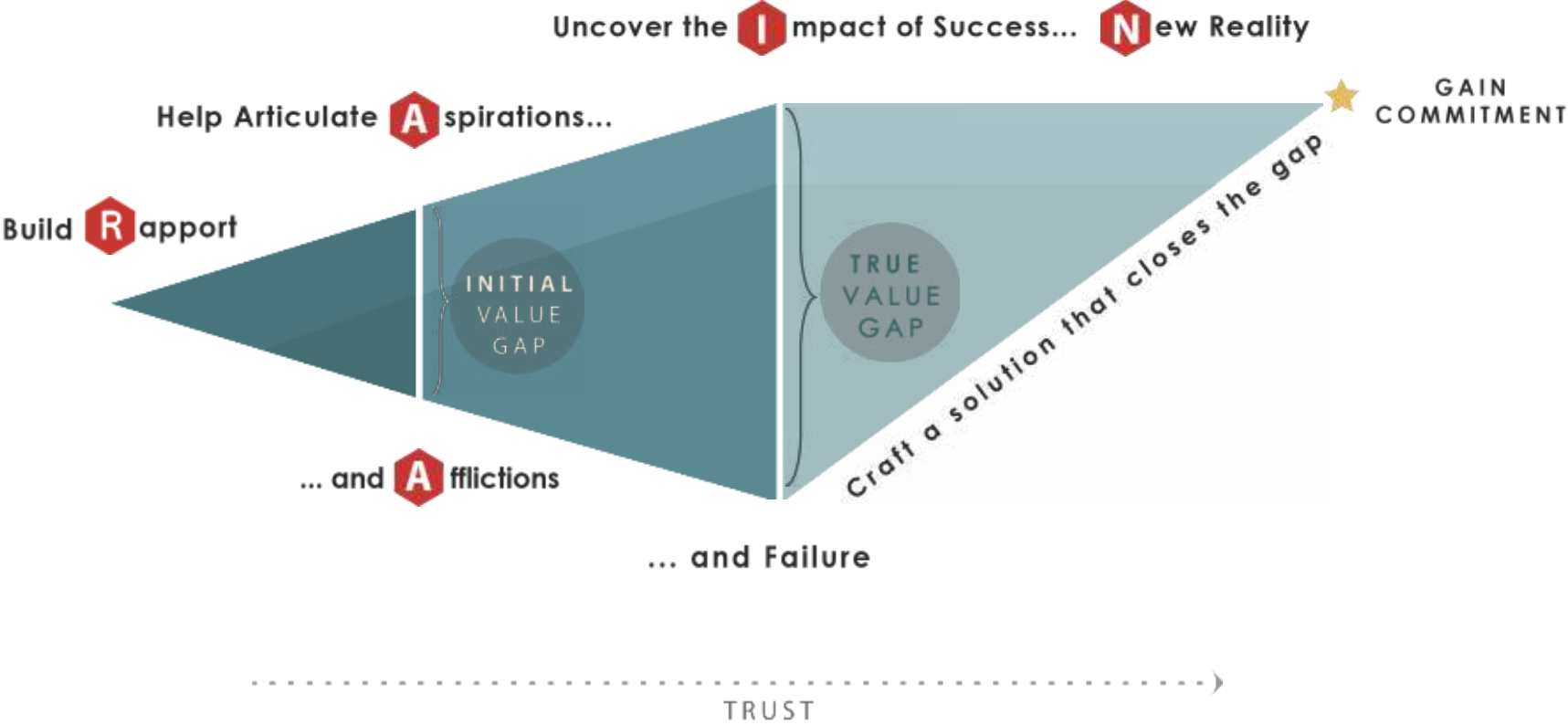


Impact



New Reality





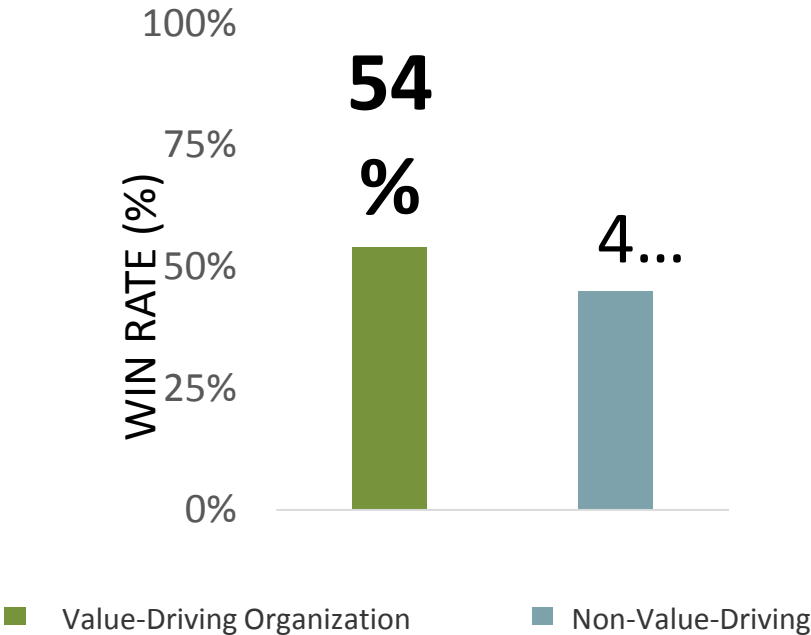


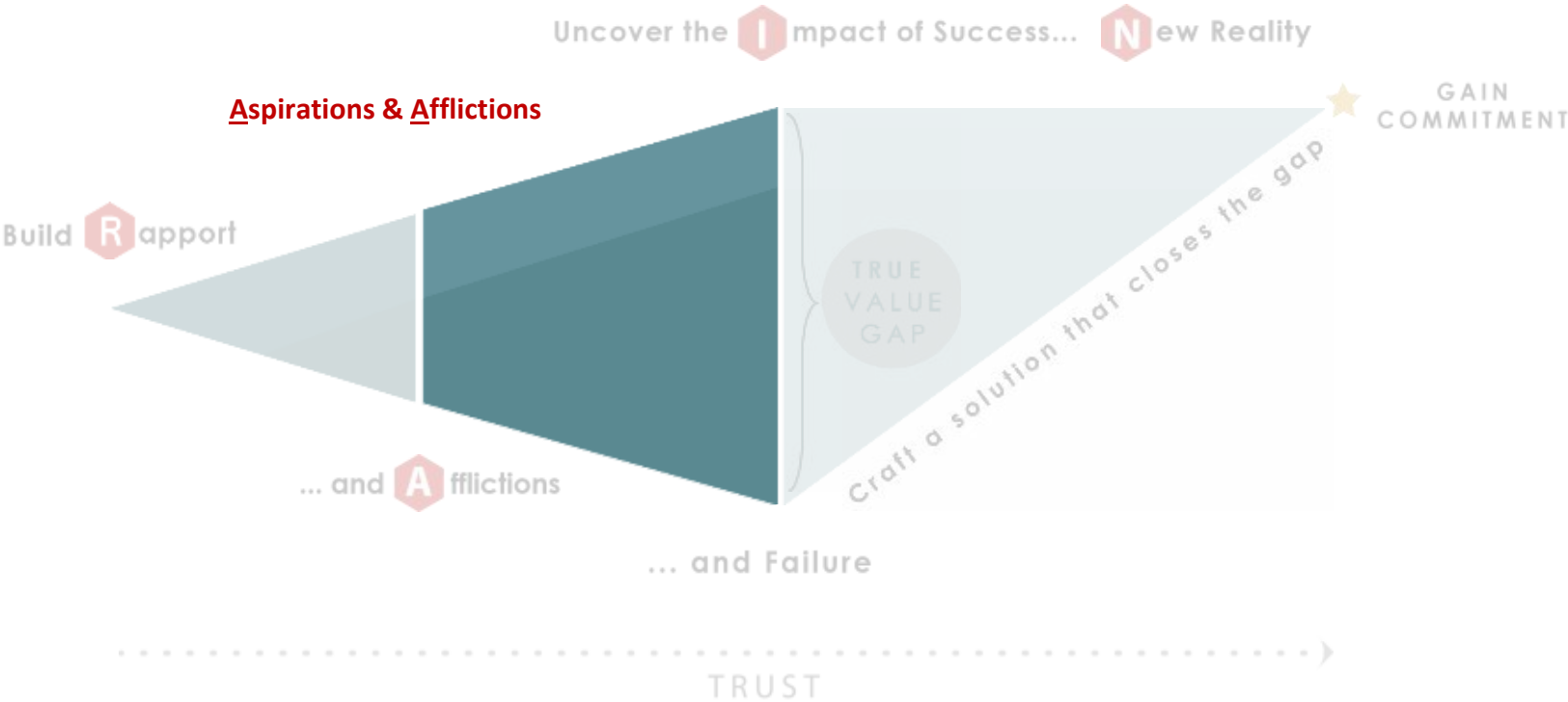
When people engage you in a conversation, what do they want to achieve? What are their desired outcomes?





Win rates when organizations focus on value...







Rational



Financial



Technical



Strategic



Emotional



Professional

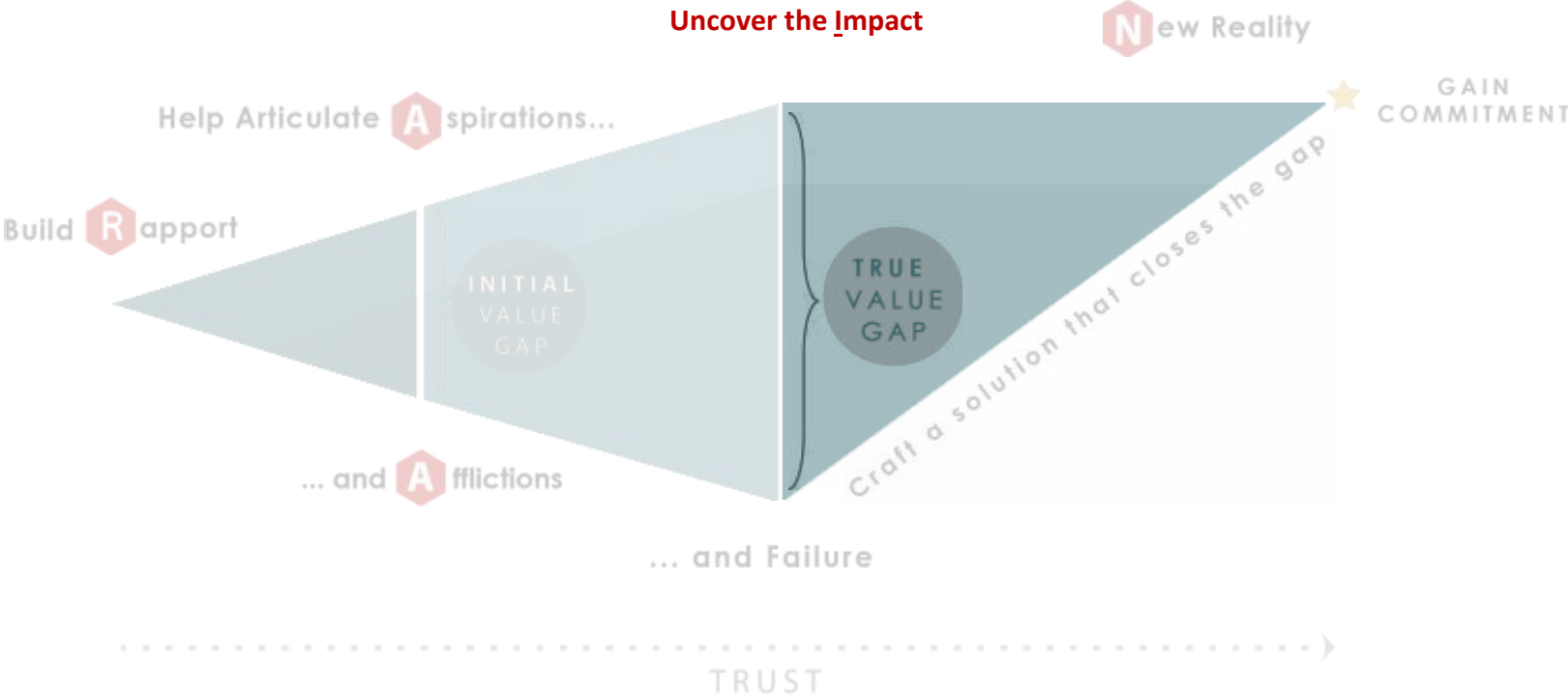


Social



Psychological

Remember to focus on both aspirations (possibilities)
and afflictions (problems) in your needs discovery.





What would the effect be?





Rational



Business case



ROI



Emotional



Stress reduction



Personal recognition

It's much more powerful if people come to their own conclusions



Exercise

Value Discovery Grid

In your table groups, think of a client. Then think of the RAIN Conversation Framework and answer:

- What are the rational and emotional aspirations and afflictions?
- What is the impact of solving these aspirations and afflictions? Please capture both rational and emotional impact.

Advocacy and Inquiry



Rapport



Advocacy



Inquiry



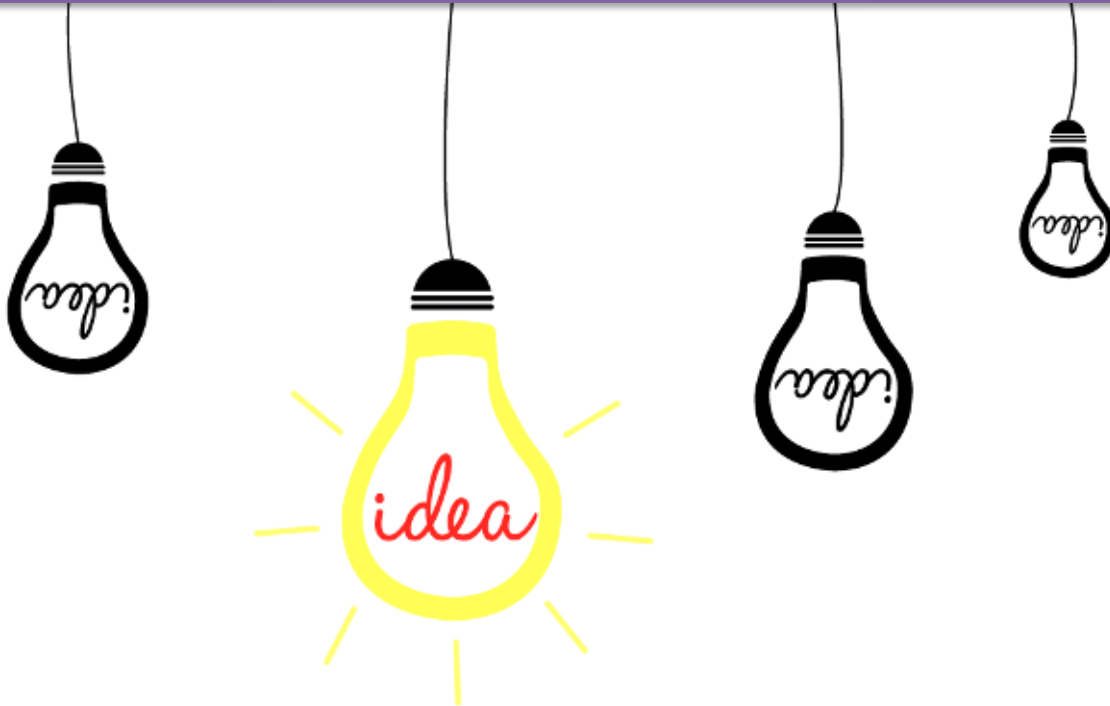
New Reality



Being a Source of Insight



Influencing with ideas





What Is Insight?



NEW



NOTEWORTHY



NON-INTUITIVE

Personalize insights to make sure people know you're focusing on *them*.



Your industry
knowledge



Your business acumen



Your point of view



Case studies



White papers



Market research



Third party
sources



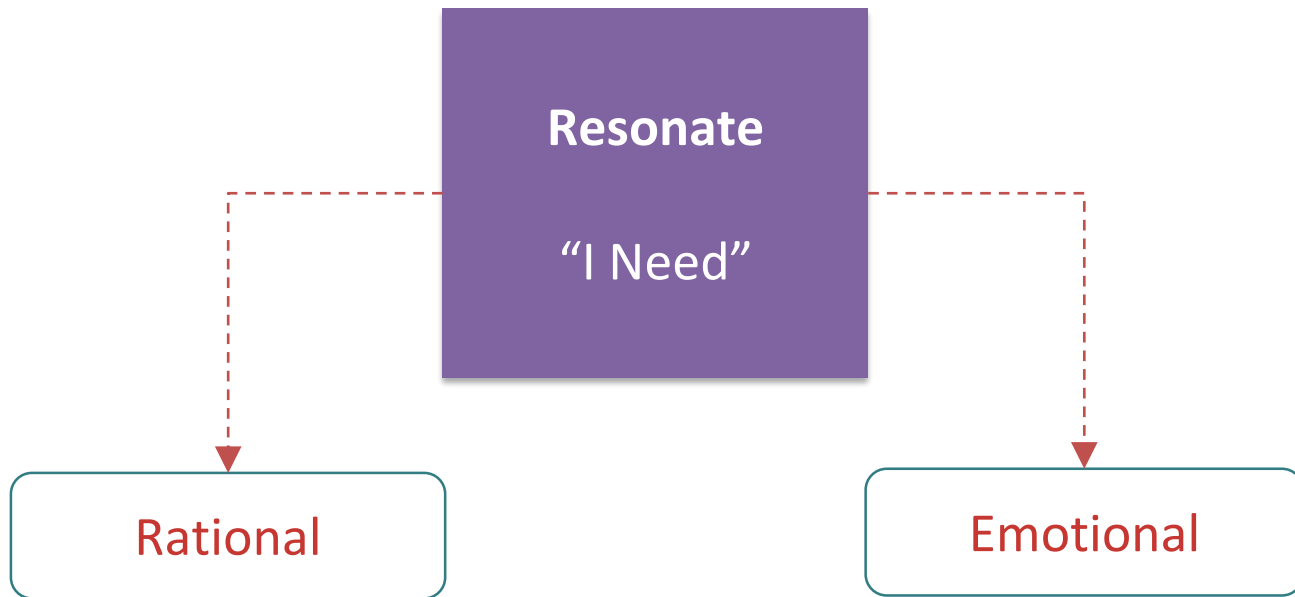
Exercise

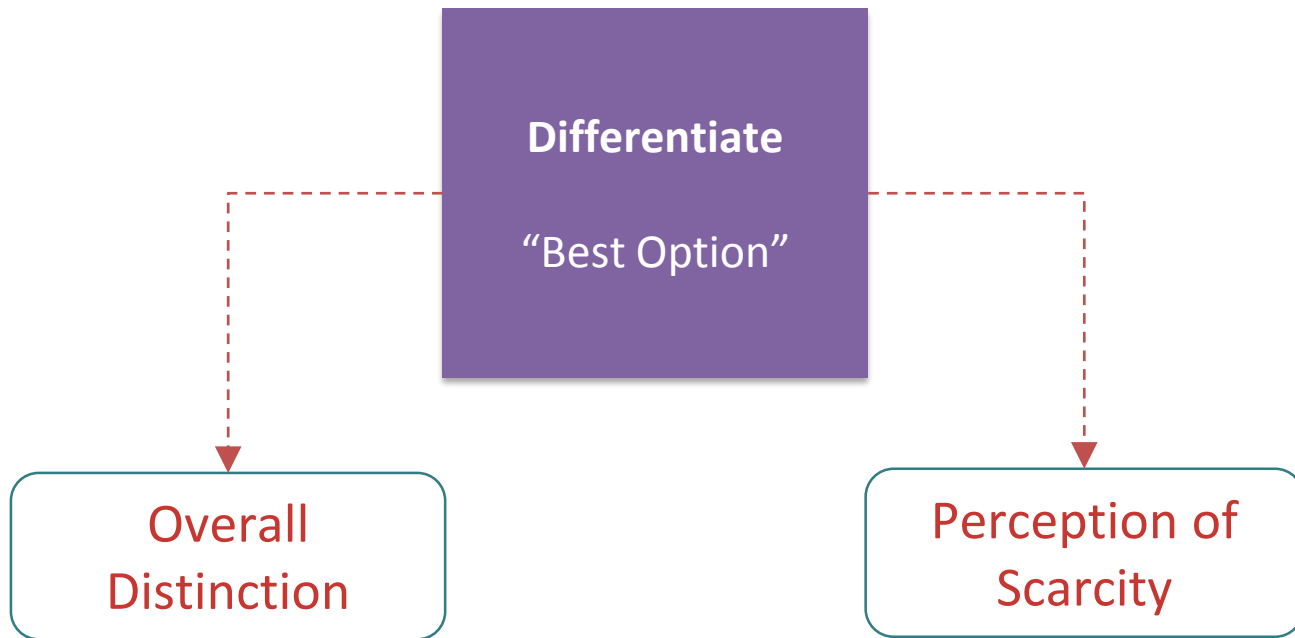
Being a Source of Insight

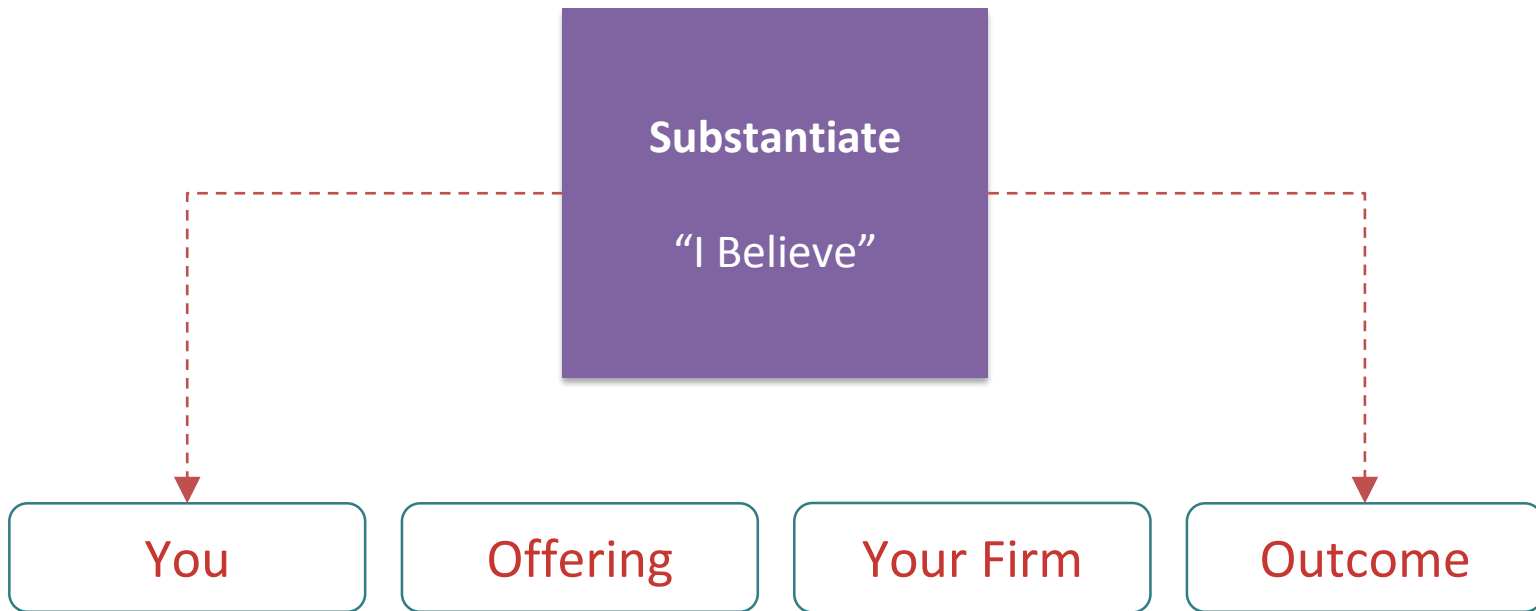
In table groups, continue to think of the client you used earlier, then please answer:

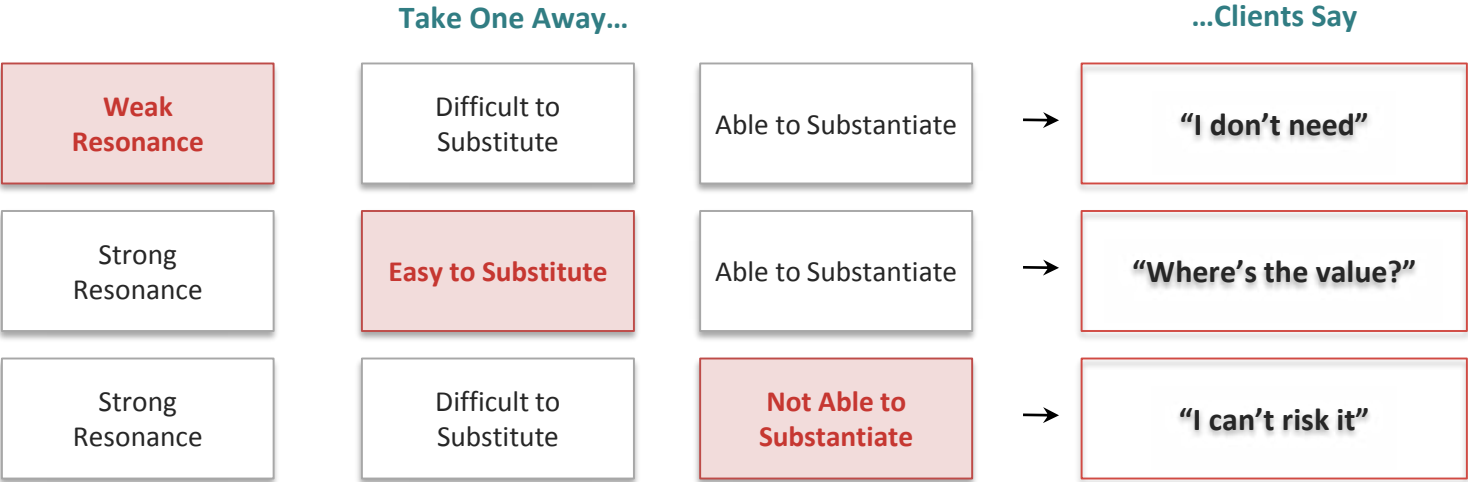
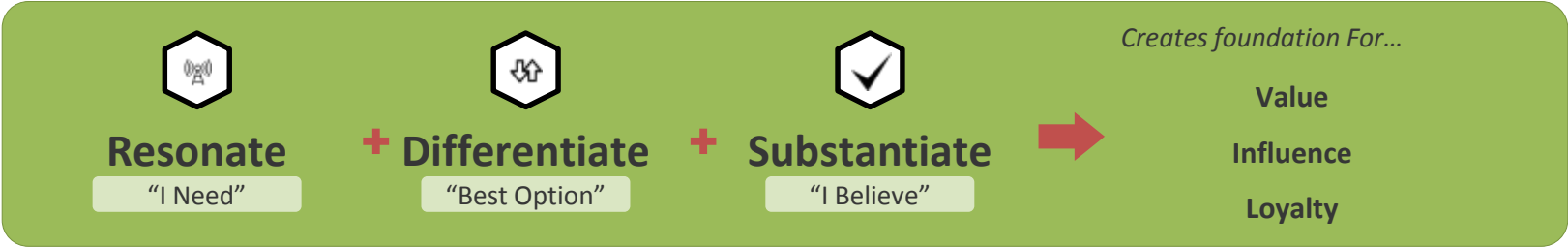
- What is the client currently thinking in terms of the aspirations and afflictions captured?
- What should they be thinking? What is it that they may be missing?
- What insight can you bring to the table to help change their thinking?

Value Proposition











Exercise

Value Proposition

Select a client and share that story with your table group. Select one situation and collectively develop a value proposition for that situation.

Use the questions in the exercise sheet to create the building blocks of your value proposition based on what you have learned in this workshop.



Exercise

Your 30-Day Commitment

Influencing with Value & Insight

