

Selling Your Idea Worksheet

Identify the following:

1. **Your new priority/focus.** (Example: You're a telecommunications company – and you want to dial in on digital education for seniors)
2. **The listener** (Example: C-Suite)
3. **What will the listener's challenge and/or objection be? How will this new priority/focus help them solve it?**
(Example: Their challenge is they have always supported housing in lower economic neighbourhoods and have solid relationships with charities supporting this. The new priority (digital education for seniors) helps solve the company gap > seniors buying digital services. Research shows seniors want to keep landlines and don't know how the new services work, or know what support is offered.)
4. **What specifically do you want the listener to do?** (Example: You want the C-Suite to accept/agree to the importance of the gap and how much this new priority will solve it. You also want them to feel clear and comfortable with your 'change management plan' for slowly shifting funds to the new focus area)

Brainstorming Quadrant

Why should this new priority be implemented? (List benefits)	What is the evidence? (Facts!)
What are the listeners possible objections?	How might these concerns be overcome?