Power Toolkit: Implementing Effective Power Strategies

Here are proven Power strategies to identify, validate, gain access to, and maintain access to Power. We call this the Power Toolkit.

IDENTIFY POWER: Finding Power can be elusive. And Power can shift, depending on where you are in the buying process; from evaluating solutions to decision-making to implementation. One strategy to identify Power is using the **O-P-C QUESTIONING PROCESS** to encourage a buyer to tell you what they think. You will learn about O-P-C in more detail in the next section.

VALIDATE POWER: TRIANGULATION is a research method where you use multiple sources to verify the truth. Triangulation minimizes the risk of relying on only one person's opinion of how buying decisions are made and who has Power. Ask at least three people in the organization the same set of questions to validate who Power is.

GAIN ACCESS TO POWER:

- The best way to gain access is through an **INTRODUCTION OR REFERRAL** by someone who both knows you and who has a personal relationship with Power.

- Another strategy is **MODUS OPERANDI**, where interviews with stakeholders who are impacted by your opportunity are a requirement of your initial engagement strategy.

- **CAMPAIGNING** is a strategy a planned sequence of emails, voicemails, and social media posts tailored to each possible Power candidate.

- **BARGAINING** is trading a valuable resource that your buyer requested for access to Power.

- **TOP TO TOP** (Executive Bridging) includes senior executives from the buyer and seller organizations in meetings during the sales cycle.

MAINTAIN ACCESS TO POWER:

- **PLANNED ACCESS** means arranging an agreed-upon return meeting with Power to share your findings from meetings with others in the organization. Your objective is always to have a meeting with Power in your plans. If you do not have Planned Access, then implement Conditional Access.

- **CONDITIONAL ACCESS** is an agreement that guarantees access to Power if something goes wrong during the sales effort. For example, you can say "If it takes too long for your staff to answer our interview questions, may I return to you (Power) for guidance?"

Include these Power strategies in your arsenal to identify, validate, gain access, and maintain access to Power.