

Identify Decision Makers

If you're going to be persuasive, it's a good idea to know who you should be persuading. Here are some key questions to ask as you get started.

Who does your boss need to persuade that your idea/request is a good one?

_____	_____
_____	_____

What information or reassurances will that person or people need?

How can you best provide that information (competitive research, findings of pilot studies, budget projections, sales data, customer focus group findings, etc.)?

Who are the most influential people in your organization—regardless of their official title?
Who do people listen to the most?

_____	_____
_____	_____

How can you arrange to spend more time with those people, so they come to know who you are and what you're capable of? Be specific.

