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# Selling Your Ideas The Art of Persuasion

# Selling Your Ideas to non Technical Decision Makers



L@C Friday 30<sup>th</sup> May, 2008

**David Ednie**

*SalesChannel* Europe  
Accelerating Time-to-Revenue



# 3 Ideas for Today

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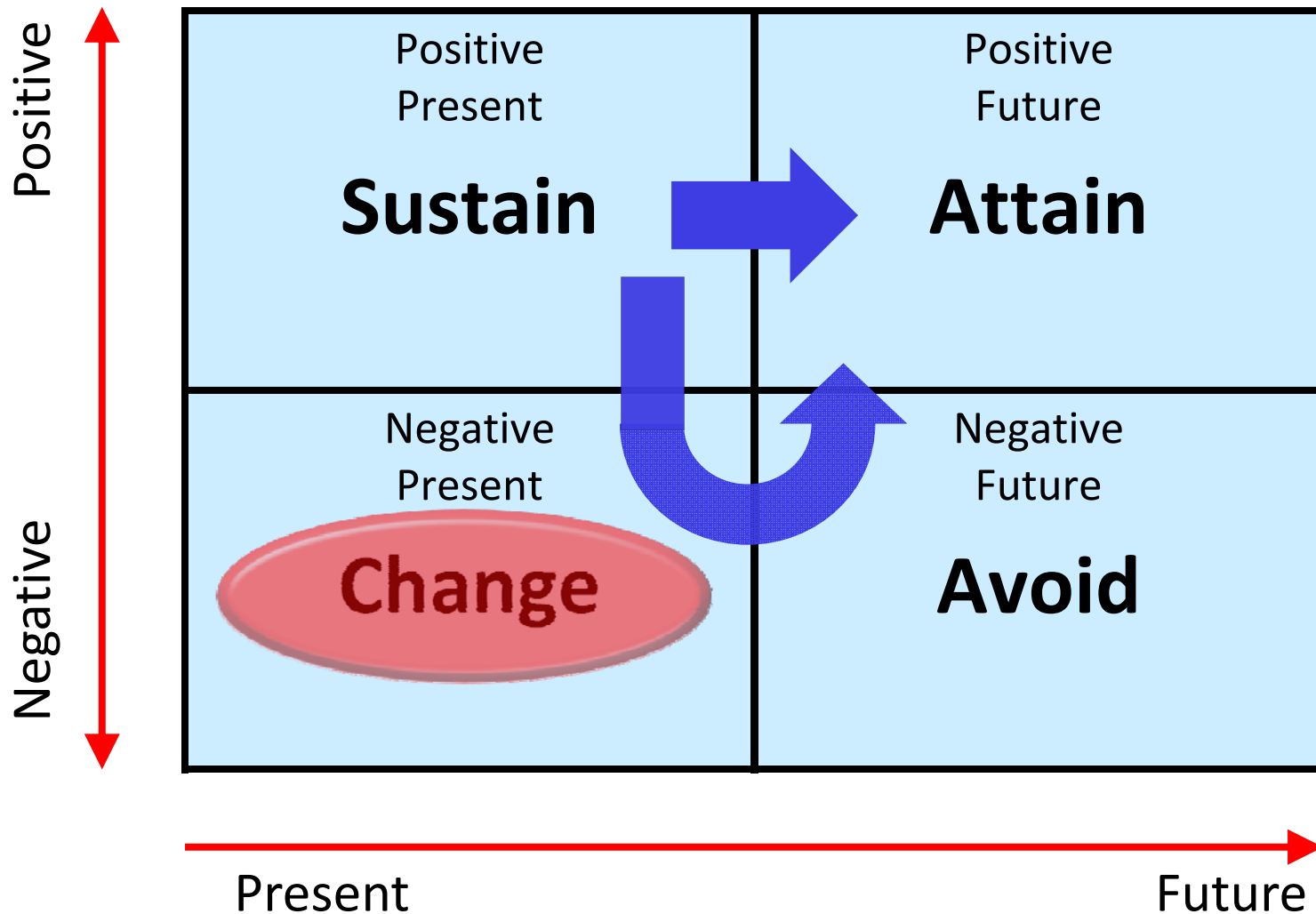
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1. The Psychology of Change
2. Asking Questions in Colour
3. Create Insights in Others

# Idea 1: The Psychology of Change



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# Idea 2: Asking Questions in Colour



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## White Questions

### **Current situation**

Facts, data & information

white snow: pure, cold hard facts

## Green Questions

### **Desired situation**

Future state

Grass, trees, growth, can become

## Black Questions

### **Obstacles**

Important, powerful

Dark, night time, can't see in the dark. Turn on the light to see what stands between current situation and desired situation.

## Red Questions

### **Feelings**

Fire, explosive color, highly emotional

“If Stan doesn't do something he won't be able to get there by himself. Stan needs to talk to you.”

# Idea 3: CREATE Insights



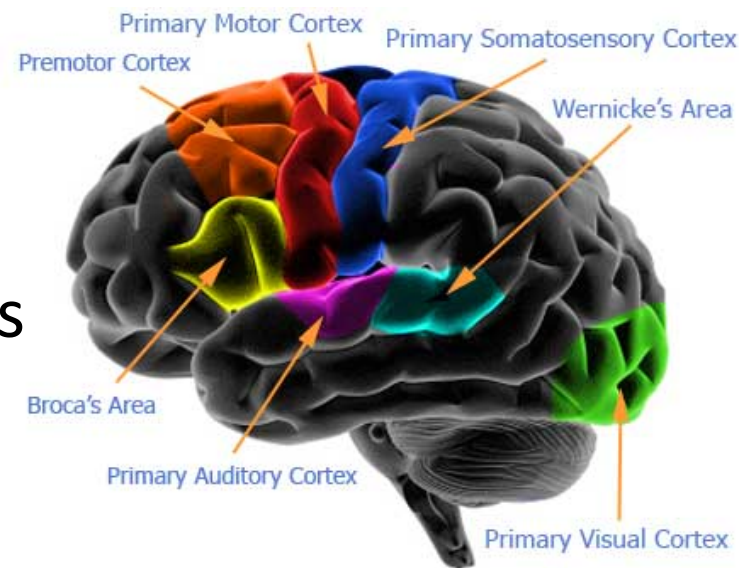
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CREATE:

CR – Current Reality

EA – Explore Alternative realities

TE – Tap into their Energy



The Brain



# Sales Performance Motivation



**David R Ednie**

President & CEO

SalesChannel Europe SARL

Ph: +33 676 600 925

Fax: +1 501 639 0126

Email: [david@saleschannel-europe.com](mailto:david@saleschannel-europe.com)

Blog: <http://saleschannel.blogspot.com>

Website: [www.saleschannel-europe.com](http://www.saleschannel-europe.com)