

Entrepreneurship

Lecture 11b

Strategic Selling



Strategic Selling



- The Political Structure
- Influence & Authority
- Power
- The Decision Maker

Political Structure

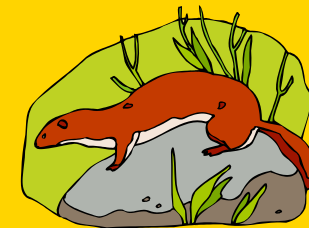
Influential

Non-Influential

Decision Maker
(Authoritative)



Not a Decision Maker
(Non-Authoritative)



Strategic Selling

Identifying the Players – THE COACH

- Feeds YOU information
- Influential
- “In” the Power-base
- NOT the Fox
- Company Aligned
- Knowledgeable
- Rising Star



Strategic Selling

Identifying the Players – THE FOX

- Influential
- Mover & Shaker
- Company Aligned
- Knowledgeable
- Risk Taker
- Star



Strategic Selling

Getting to the Fox

- Make him look like hero
- Align with company
- Feed information
- The Coach

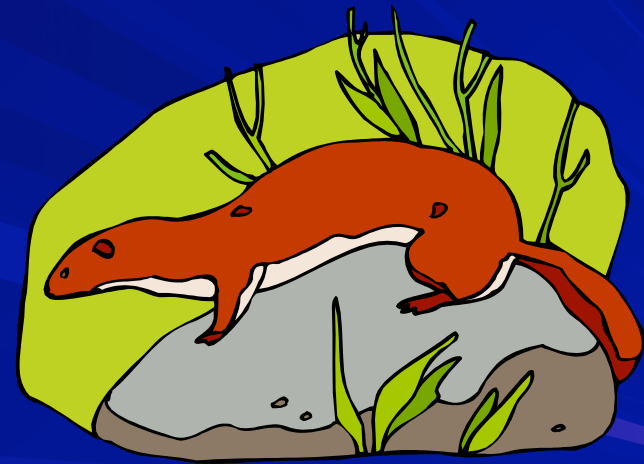


Strategic Selling

Identifying the Players

(THE WEASEL)

- Personally motivated
- Power plays
- Conservative
- Job security



Strategic Selling

Identifying the Players

(THE EMPTY SUIT)

- Position of Authority
- Not at fast riser
- Not in the power base
- “Paper pusher”
- Can say “no”

