How to sell your idea
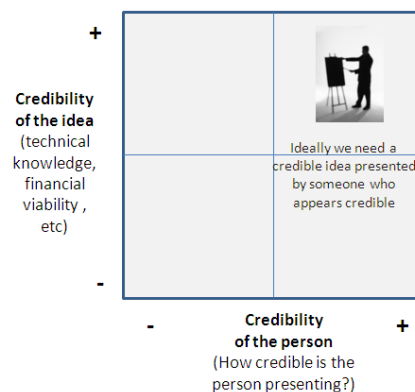
The Problem:

Designers, managers, innovators – people from all parts of a business continuously come up with new ideas for products, projects, renewing processes, machinery, entering new markets and so on. But all of these ideas risk to be perceived by managers as a cost rather than a value, unless they are presented in a way which focuses on the value of the idea rather than the cost. This means presenting an idea which is credible (commercially and technically), and presented by someone who is perceived by management as being credible to take the idea forward. Many people with ideas believe that the idea will sell itself, and 'selling' is not their thing, so they don't always recognise that they have to sell the idea - and themselves!

Credibility of the idea (technical knowledge, financial viability , etc)

Ideally we need a credible idea presented by someone who appears credible

Credibility of the person (How credible is the person presenting?)

The Solution:

'How to sell your idea' is a ½ day or 1 day, short, sharp, transformational learning experience. Conducted in workshop style, it is highly interactive and takes the practical ideas / projects that participants want to present, and then works on improving them. The session is focussed around delivering the specific outcome of a sellable idea for each participant rather than a general 'presentation skills' but, still the programmes addresses some questions of style and delivery as well as content and messaging.

The main content and structure is based around '6 tips', developed from years of practical experience.

Benefits: The programme delivers clear **benefits to the participants** because it helps them understand how to secure approval for their projects. The programmes has several **benefits for the company / employer**, because it reduces wasteful ideas and projects being proposed, thus reducing time being spent on evaluation by the proposer and by management, who have to spend time evaluating numerous calls on the limited budget. It ensures that the ideas have been properly thought through and costed, with a clear Value Proposition and business case before being presented to management for approval.

Typical learning outcomes:
- Learn and practice how to present concisely your ideas as a value proposition
- Make your project business-based, fact-based, and financially validated
- Be personally credible. Practice practical ways to do this
- Develop options or alternatives, so managers don't feel 'boxed in'
- Set clear outcome of what you want to see happen as result of the presentation, and ask for it
- Create a simple clear structure for the presentation

Target audience:
- Engineers, designers, R&D, technical community, or Junior Managers who are looking to get better traction for, and buy-in from management, for their ideas or projects.

Some comments from recent participants:
- *Thank you - Ian is at the top of his game!*
- *Fantastic – now I understand why and how to sell my project*
- *This is something I can and really will use…*

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