



Selling Your Ideas Internally

Key Strategies and Tactics for Success

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TODAY'S SPEAKER



RHONA WULF
Chief Revenue Officer



WHAT THIS SESSION INCLUDES

- ✓ Understand the sales process: And how you can use it to sell your ideas internally
- ✓ Discovery: Knowing yourself and your "buyer"
- ✓ What's in it for me? Defining the benefits
- ✓ Presentation and Benefit Analysis
- ✓ Handling Objections: And there will be some
- ✓ Closing the Deal: What you need to move forward





Why Even Try to Sell Your Idea?



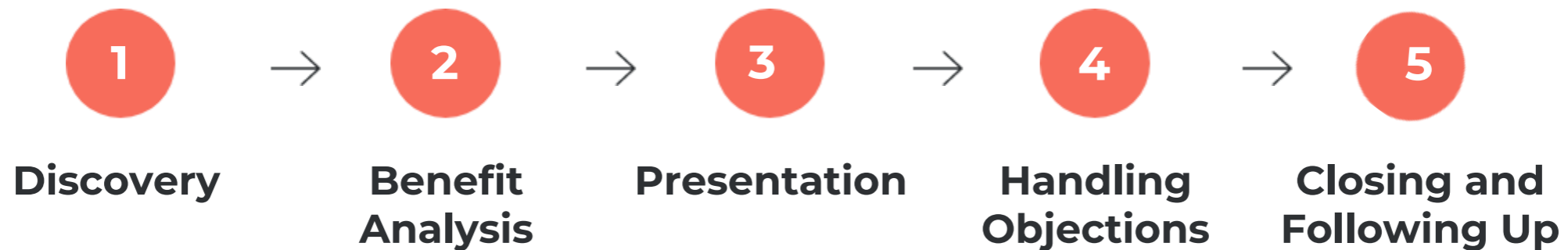
Innovation Stories Built from Within...

by employees just like you



SALES PROCESS

TYPICAL SALES PROCESS: USING THE FORMAT FOR YOUR IDEAS



KNOW YOURSELF...

Why are you promoting your idea?

What's in it for you?

Why do you want it to succeed? What is success? What compromises can you make?

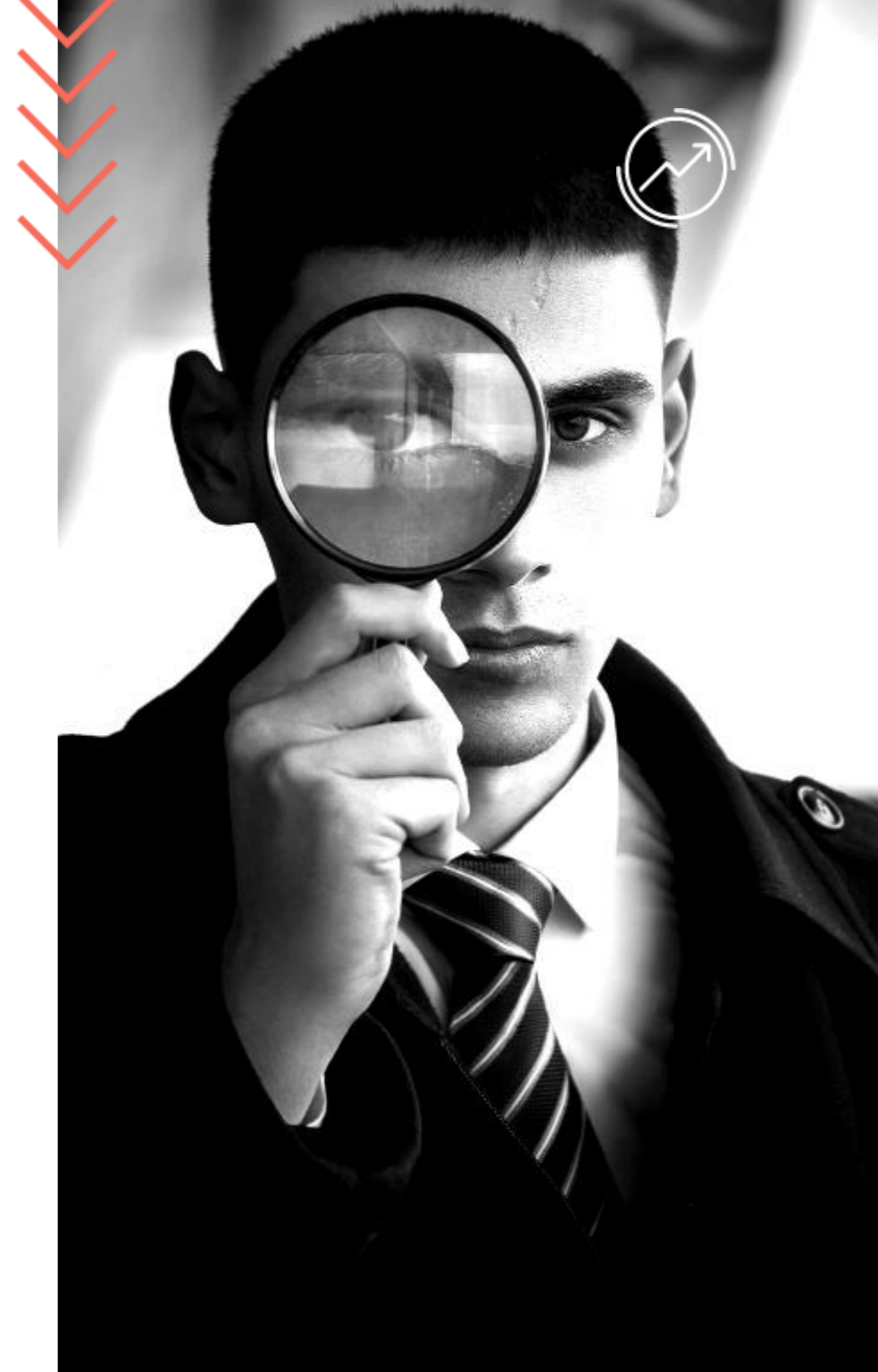
How hard are you willing to fight for your idea?



KNOW YOUR "BUYER"

Who is your buyer? A person, a committee, someone else?

Asking the right questions to appeal to the buyer's "pain" or "challenges"





DISCOVERY QUESTIONS

WHO, WHAT, WHEN
QUESTIONS

"WHAT'S IN IT FOR ME?"

PEELING BACK THE
ONION

WHAT ELSE DO YOU
NEED TO KNOW TO
MOVE FORWARD?



HOW IS THE
DECISION MADE?

WHO IS INVOLVED?

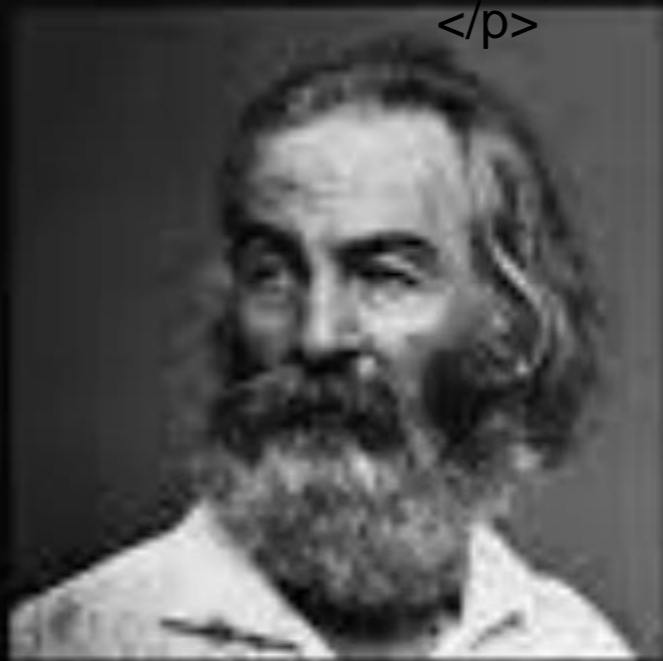
THE PHRASE THAT
KEEPS GIVING

"TELL ME MORE"



Walt Whitman quote: Be curious, not judgmental.

</p>



Be curious, not judgmental.

~ Walt Whitman

AZ QUOTES

Quick Group Exercise

Asking and Listening

Break into pairs, if odd number, have 3 to a group

Designate one the idea "seller", one the idea "buyer"

Idea person: State your idea

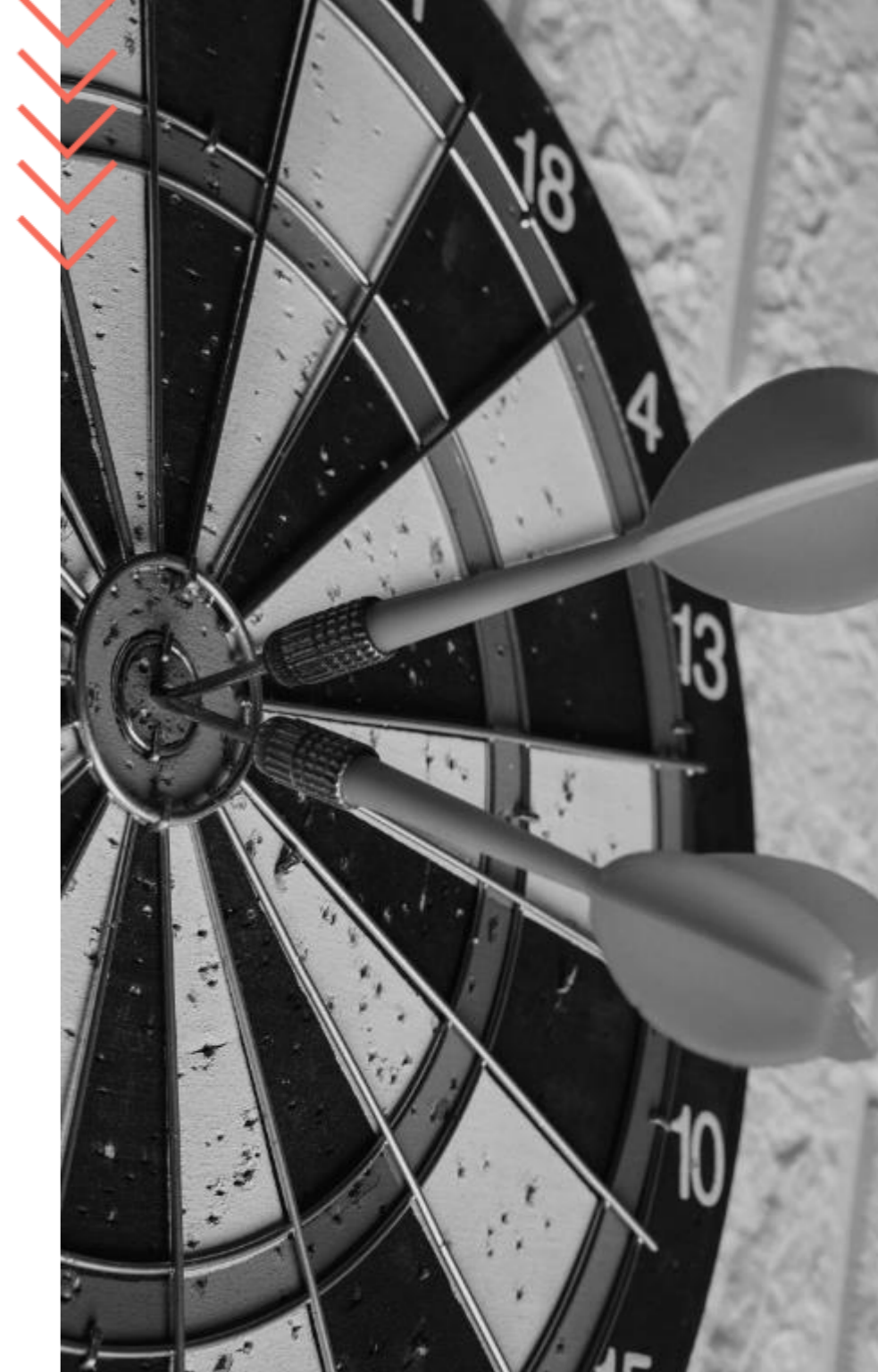
Ask idea "buyer" discovery questions

Reverse roles



The More You Know...

The better you can make your case,
address the "pain points" of your buyer
and present it from their point of view



Presenting Your Idea



Structure your idea presentation effectively

Highlight the benefits and address how the idea aligns with the buyer's goals

Conversation? Have notes

More formal: Have a well thought out idea brief or slide presentation

Address buyer's needs

Show benefits/payoff

Other techniques:



BE PREPARED:

OBJECTION HANDLING

Ask the hard questions:

- Do you see anything that would cause you hesitation?
- What do you like or don't like about my idea?
What would prevent this from moving forward?

Common objections:

Time and money



WHEN TO WALK AWAY

AND WHERE DO I GO FROM HERE?





Closing the deal



CLOSING QUESTIONS AND ACTIONS

-
- ✓ Closing Questions
 - ✓ Closing Actions
 - ✓ Follow up Actions





How to Buy Software:

A Guide for Audit, Financial, and Compliance Teams

Researching Software Options
Requesting Demos
Scoping Your Project
Avoiding "Gotchas"
Purchase Options
Finding Budget
Selling Internally
Paperwork
Kickoff and Implementation
Ongoing Support



Summary



- ✓ Know Yourself, Know Your Buyer
- ✓ Ask Discovery Questions to Position Your Idea from the Buyer's Point of View
- ✓ Develop Your Presentation with Benefits Plan for Objections
- ✓ Close with Follow Up Steps
- ✓ And finally....



JUST DO IT!



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**Fully automated continuous
controls monitoring and testing**

100% of the population

**No code: 7-day implementation,
hundreds of out-of-the-box
controls**

Root Cause Analysis

Identify Weaknesses



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