



Awakened Influence



discover. empower. thrive.

Shawn Johnson

3 Capture

Leadership

“Must haves” for the New Economy

48 Short Months ago...

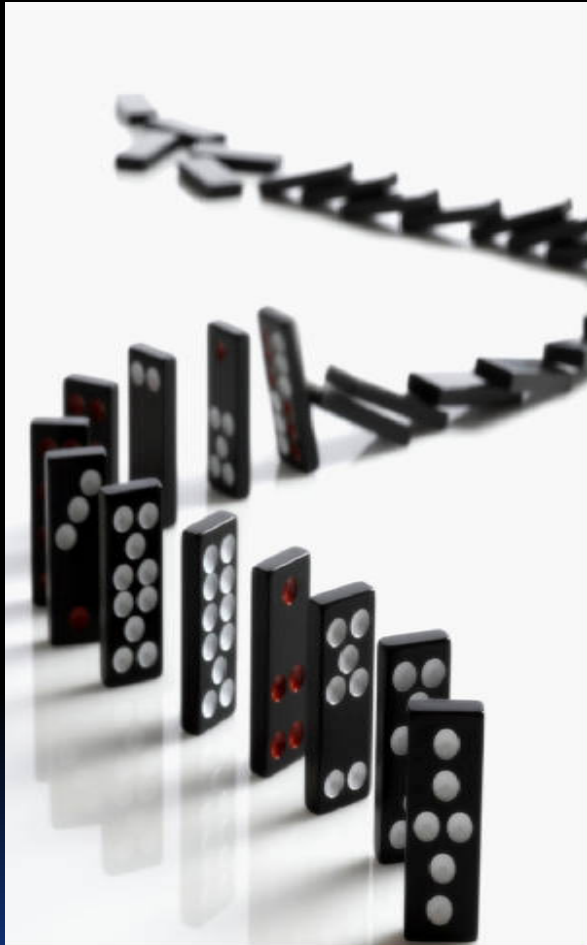


The last 6 months



The New “normal”: Uncertainty





- 68% of employees say they are highly stressed, extremely fatigued and feel out of control (*ComPsych*)
- 72% of workers routinely end the day with work-related pain (*Integra Survey*)
- 36% of adult Americans report being on the verge of a serious nervous breakdown (*American Psychologist*)

The client side: Cautious



The 3 Capture



“must haves”

1. Focus on the important questions
2. Gather intelligence to build stronger relationships
3. Use client insights to engender trust with Emotionally Intelligent structure

#1 Focus on important questions



Client

Team

Management

Self

Important Client O

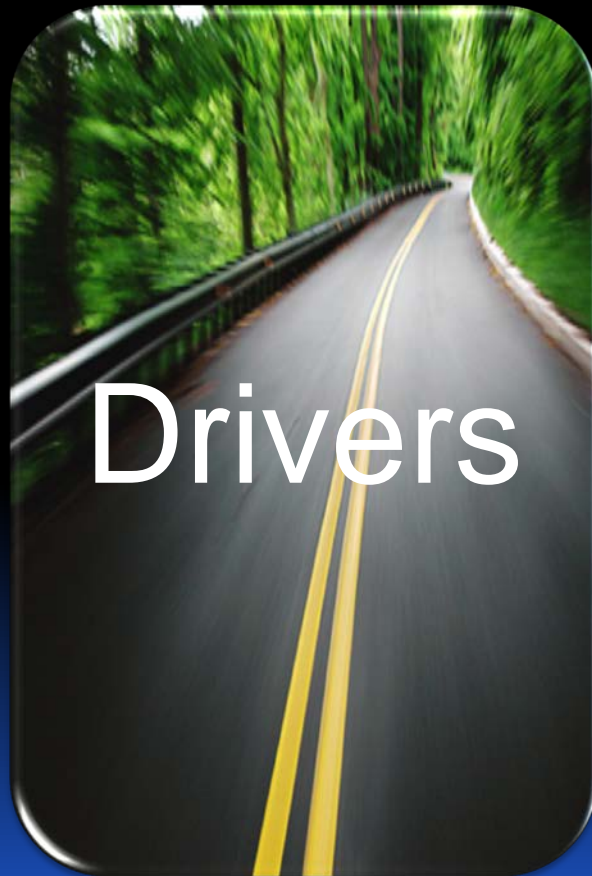


what

IS IT



Inside their need...



Drivers

- Pain?
- Need?
- Outcomes?
- Implications?
- Why now?

Inside their world...



Owners?

- Decision makers?
- Stakeholders?
- Criteria?



Hindrances?

- What's stopped this before?
- Alternatives?

Catalyze your team questions

- How can we **best help** them the **most**?
- How can we do it better than any others?
- What will it cost them if we don't?



WE'VE **never**
DONE IT
that way
before



Motivate management questions

- What's this client worth to us over 5 years?
- What's it going to cost if we miss this?



Questions to empower yourself



What is **my**
intent?

- How can I help them succeed?
- How can I “befriend” & make a difference?

Empower your intent to help...

A time you voluntarily went “over the top” to benefit another person

What did you experience in motivation & productivity?

3 things you’d feel great about being true of you

What have you observed?

#1 Focus on important questions



Client

Team

Management

Self

#2

Gather intelligence
to build stronger
relationships

Your Gathering Sources

Sales

- Marketing
- Bus Dev

Internet

- Services

The Client

Gathering intelligence: Sales



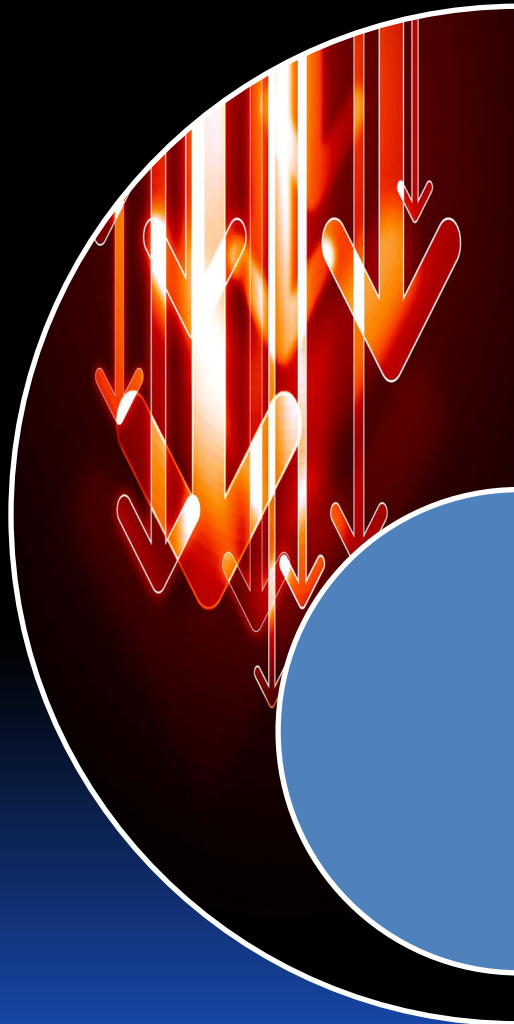
Sales

- Player
- History
- Competition
- Gut Insights

Marketing

- Trends
- Pressures
- Data

Gathering intelligence: Internet



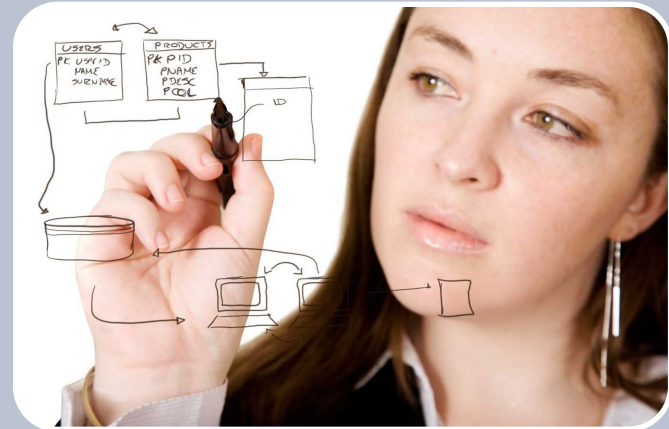
Search

- Website
- Press Releases
- Promotions
- Initiatives

Internet

- Linked-in
- Jig Saw
- Data.com
- Facebook
- Spoke.com
- People smart

Gathering intelligence: Client



Client

- Contacts
- Calls
- Email

Insights

- Feedback
- Coaching
- Clarify RFP


#2

Gather intelligence
to build stronger
relationships



Pulling it together





#3 Use client insights to engender trust with Emotionally Intelligence structure

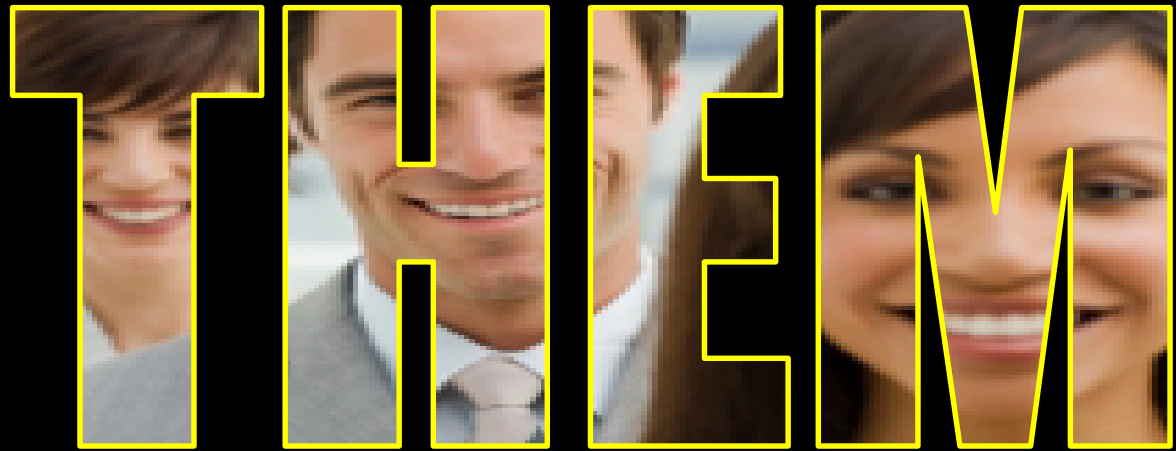
How to engender trust



Where am I?



Start with



“Do you get us?”

Our needs
& goals?

Our
situation?

Right
diagnosis?

Will it
work?

Trust Structure




Show a compelling **vision**
of their future



**their
success**

- Detail out the scope, steps, milestones
- Show ROI: All costs and the payout\$



#3 Use client insights to engender trust with Emotionally Intelligence structure

Your mission:



- ✓ 1. Focus on the important questions
- ✓ 2. Gather intelligence to build stronger relationships
- ✓ 3. Use client insights to engender trust with EQ structure

Thank-you!

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