

Where Is Your Focus?

How to market solutions to business

GTC SOUTHWEST 2010

Agenda

- **Speaking the same language**
- **Common mistakes and how to avoid them**
- **What works**

Geek Speak

TLAs - Why do we use them?

- Common language
- Culturally acceptable
- Short hand, easy

Translation Please!

How do outsiders react?

- Common language?
- Culturally acceptable?
- Short hand, easy?

Geeking Down

Always remember.....

*It is not the idea - it is how it is
communicated*

Great Ideas

The process:

- **Generate/define the idea.**
- **Develop/refine the idea.**

Generate/Define

- *Generating is easy.*
 - There is no such thing as failure here
 - Ideas are abundant. They come from anywhere, at any time.
- *Defining— more difficult*
 - What is it you are really talking about

PMO Example

PMO Assumptions

- Mandated – had to be done
- Consistent with market trends
- Executive Buy-in

Where was the point of failure?

Market Trends

Trends of Elvis Presley Impersonators

1977	37
1993	48,000
2010	2,500,000,000



Source: Ceen H, San Francisco Chronicle; October 27, 1993



Source: http://www.cdc.gov/nccdphp/publications/Burden/bcd_03.htm

Will The Real Starting Point Please Stand Up?

Understand where you really are...

- What is the view from the executive chairs?
- Do they have a reason to listen or even care about your idea?

You must earn the right to consult every day

How Do You Get There From Here?

- ***Know*** the strategic plan
- ***Know*** what drives your ***Director and Chief Deputy***
- ***Know*** the purpose for the department
- ***Know*** what business your department is really in
- ***Know*** what drives the other members of the executive staff

What Business Are You In?

Purpose

Vision

Business

Develop

- **Ask yourself.....**
 - What business need is this meeting?
 - Who are the beneficiaries? (Rank them...)
 - What will happen if we do nothing?
 - Is the idea in alignment with Statewide, Agency and/or departmental goals?

Refine

Then ask...

- What changes or adjustments need to be made to the idea (revision loop)
 - To meet strategic goals
 - To make the greatest impact on the organization
- What “box” is hindering the development of this idea?

Getting Executive Sponsorship – Identify Your “Customer”

Take everything you learned and...

- Document your idea
- Define project success
 - Identify the expected Outcome
 - Quantify the Performance Measure
- Create an executive briefing

Executive Briefing – i.e. The Sales Meeting

- Overview of the idea
- Who it benefits and why
- How those benefits align with the strategic plan and direction
- What do you need out of the meeting
 - Signature/permission to proceed
 - Budget
 - Staff
 - Etc.

Create An Expectation

- I need to meet with you because...
 - I found an answer to...
 - We have the opportunity to...
 - You have always talked about X, I think I have a solution...
 - The issue with X, I'd like to show you what other agencies are doing...

The Briefing

- Know the outcome you want before you send the meeting request
- Set expectation upfront
- Close the deal - ask for what you need at the end of the meeting

Be Prepared

- They speak vision and business need
- They talk in bullet points, like we talk in TLAs
- They most likely won't read your document (they don't have time unless *VERY* interested)

Finding The Selling Point Then Communicate It

- IT is not the core business of most departments, don't focus on IT
- Well communicated ideas show support for the purpose, vision and business of the department
- Well communicated ideas show support for the strategic vision and goals at the statewide level

Like Any Other Sales Pitch

- What is in it for them????

Thank you

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