

Are Organizational Politics standing in the way of your sales success?

When a client's "organizational politics" are present, do you feel like you are facing an invisible force beyond your control and you just have to accept the limitations it places on you to capture the business? How much would your sales results improve if you could successfully manage internal and external politics?

How can you up-level your Political Intelligence ?

High performing sales professionals know how to navigate the landscape of organizational politics to get beyond obstacles and win the business, while continuing to maintain solid relationships. *Political Intelligence for Sales Success* breaks through restrictive thinking and provides a roadmap for assessing organizational politics. It provides the critical skills needed to help participants navigate and influence an organizations' political environment. Instead of avoiding or blaming politics for a lack of results, participants learn how to embrace and use organizational politics to achieve their sales goals.

Political Intelligence for Sales Success

Political Intelligence for Sales Success is delivered in one or two full-day workshops that develop and refine political acumen to enable sales professionals to be more effective within internal and external organizations. Each workshop is highly interactive and provides "real world" skill practice that has immediate application for participants, who bring their challenges to the workshop. Intact teams experience the added benefit of collaborating on their strategies. The program is divided into four modules that are designed to provide participants with new concepts, models, and processes. Each module can be tailored to meet group needs.

Module 1:
Introduction
to Political
Intelligence™

Module 2:
Mapping
the Political
Landscape

Module 3:
Planning
Your
Strategy

Module 4:
Mastering
Effective
Influence

MODULE ONE – Introduction to Political Intelligence

This module focuses on defining terms, understanding the inevitability and impact of organizational politics, and introducing program models and processes. Participants explore their personal biases and tendencies that inhibit the development of political skills through a PI-Q self-assessment and a simulation.

MODULE TWO – Mapping the Political Landscape

Participants learn to analyze the political landscape to understand the powerbase. They learn to identify and define all the key power roles and influences involved in executing campaigns and how they shift and change. Participants create a map of their client's political terrain, so they can select the best type of strategy for winning the business.

MODULE THREE – Planning Your Strategy

Step by step, participants develop a client campaign with communication strategies and tactics for their particular case. They gain clarity about the overall strategy, the order and priority in which to engage, and the most effective messaging for different target groups. They capture their strategy and plan in a comprehensive tool.

MODULE FOUR – Mastering Effective Influence

Participants learn about the 9 types of influence and how to maximize effectiveness. They analyze how those in key power roles make decisions and how to better influence them. They assess the impact of their personal influence tendencies and learn to expand their repertoire. Participants practice the fundamentals of positioning and messaging to link the needs and motivations of others to their sales goals.

Tool, Concept, Model	Description of Tool Use and Benefit
Simulation	<ul style="list-style-type: none">• Uncover motivations and biases regarding politics through a simulation• Identify your Leadership Story about politics
PI-Q Self-Assessment	<ul style="list-style-type: none">• Assess participant level of political adeptness, and identify opportunities for closing the gap
Powerbase Map	<ul style="list-style-type: none">• Beyond organizational charts, identify key power roles in systems• Locate spheres of influence, system interconnections, and opposition
Campaign Plan	<ul style="list-style-type: none">• Apply a framework for a specific successful client campaign• Understand distinct campaign/sales strategies
Assessing People Readiness	<ul style="list-style-type: none">• Utilize models to assess interest and concerns
Messaging	<ul style="list-style-type: none">• Develop a campaign message and identify ways to adapt to different audiences
Effective Influence Models	<ul style="list-style-type: none">• Expand skills and develop repertoire in influencing key players• Identify ways to connect with people, learn about their interests and concerns, and link your interests to their interests
Action Plans	<ul style="list-style-type: none">• Apply tools, concepts, and models to participant situations• Create action plans

About Reynolds | Poulson Consulting

Reynolds | Poulson Consulting is a premier provider of breakthrough executive coaching, team facilitation, organizational development, and training solutions. We offer a successful track record working with clients ranging from start up to Fortune 500 such as Amazon, Genie, Microsoft, Philips, and T-Mobile. We specialize in designing and delivering programmatic solutions to scale individuals, teams, and organizations. We are respected for our client commitment, business acumen, trusted advice, and remarkable outcomes.