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COUNCIL
SOLAR, STORAGE, SMART ENERGY

'Selling Your Policies'

19 February 2019

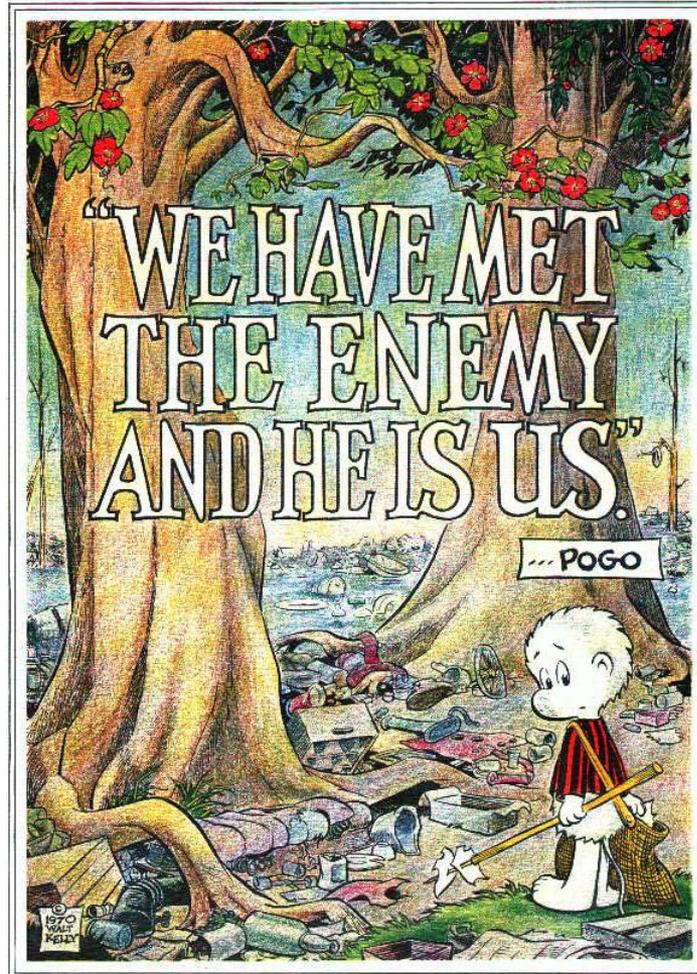
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Storage Council
Director Australian Institute of Energy
Director (Chair Steering Committee)
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Context



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Facts: necessary but not sufficient . . .

"Why aren't you more grateful when I prove how wrong you've been?" Ashleigh Brilliant

"It always proves how right you are if you wave your arms and jump and scream." Ashleigh Brilliant

"Come on over to my side of the argument - the view is so much clearer from here." Ashleigh Brilliant



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But I am not a salesperson . . .!

- Well yes you are!
- Selling is not a dirty word
- "Too much Civil Service work consists of circulating information that isn't relevant about subjects that don't matter to people who aren't interested." Yes Minister



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The three keys to persuasion

What is the problem?

You need to 'sell' the problem before the solution.

It's not about you . . .

You can only influence people to move if you start from where they're standing.

The power of negative framing

People are much more likely to take action to avoid a loss than to achieve a benefit





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Framing . . .

PICT. BY ANDREWS INKVEL GARDIGTON

...THEN YOUR FATHER SAID,
"ALEXA...MAKE THE
WORLD SIMPLE
AND EASY TO
UNDERSTAND,"
AND THAT WAS
THE END OF THE
POWER GRID



11-20
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FUTURE
HISTORY

GOCOMICS.COM/NONEQUITOR

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Framing Tools...

POT-SHOTS NO. 1085.

**MY SOURCES
ARE UNRELIABLE,**

BUT THEIR
INFORMATION
IS
FASCINATING.

Ashleigh
Brilliant
.com

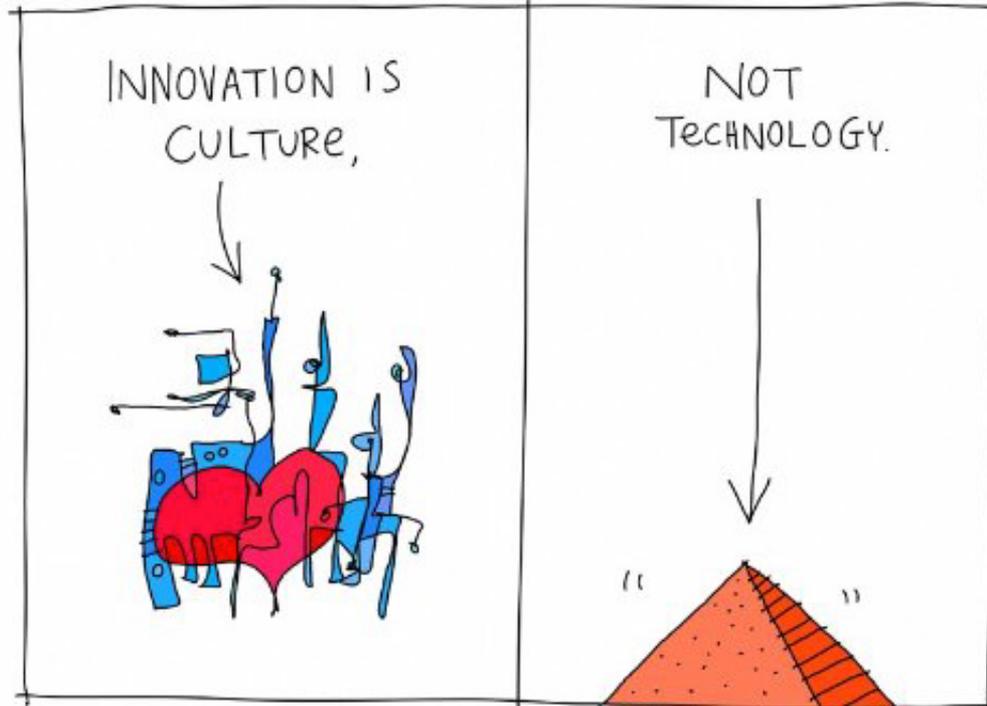


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Putting it into practice: It's always about people . . .



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Your elevator pitch . . .





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Know your audience . . .

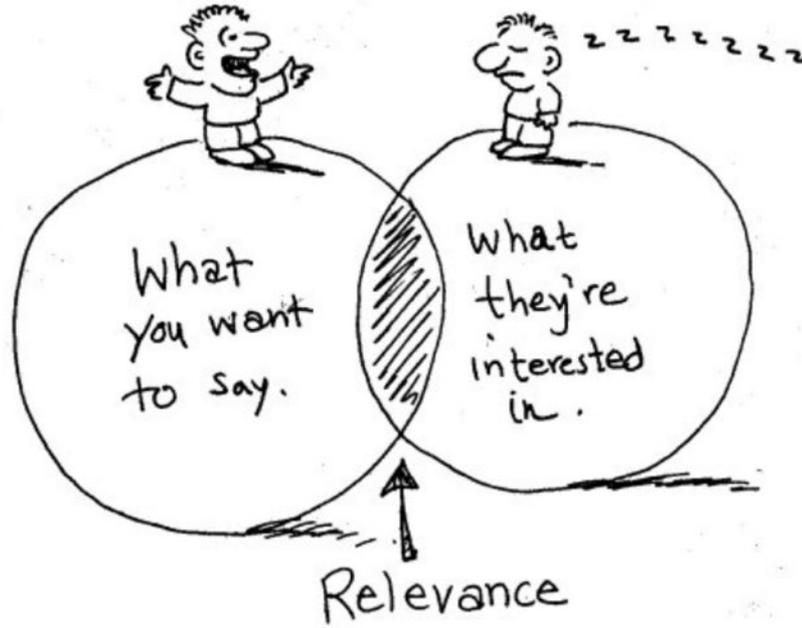


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KISS . . .

A successful public speaker was asked for the formula for her success.

In reply she said: “Well, when promulgating your esoteric cogitations and articulating your perspicacious, percipient, prescient and philosophical observations, beware of platitudinous ponderosity. You must let your extemporaneous incantations and unpremeditated expiations have intelligibility and veracious vivacity without indulging in rodomontade sagacity and thrasonical bombast.

Your conversational communications should possess a clarified conciseness and a compact comprehensibility without coalescent inconsistency or a concatenated incogency. You must eschew and sedulously avoid all conglomerations of flatulent garrulity, jejune babblement and asinine affectations as well as all polysyllabic profundity, pusillanimous vacuity, pestiferous profanity or similar transgressions. Shun sesquipedalia verba like the proverbial plague.



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Hope not
fear . . .



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CONFERENCE & EXHIBITION

2 - 3 APRIL 2019

INTERNATIONAL CONVENTION CENTRE SYDNEY

<http://www.smartenergyexpo.org.au>