

Ten Tips for influencing the decision makers

1. Identify precisely the person who can decide things for you.
2. Do some research to get their name (and the correct spelling), title, job title and contact details.
3. Begin by explaining who you are and what your concerns are.
4. Send/take an information pack that gives them background information about who you are and what your concerns are.
5. Try to build a rapport first, rather than ask for what you want straight away.
6. Identify points of common interest so that your request appears to be in their interests.
7. Try to appear confident. If you give the impression that you are going to be turned down, that is much more likely to happen.
8. They may even want to help you. Remember this.
9. Be explicit-ask for what you want. Don't leave things vague.
10. Always ask for a response.

