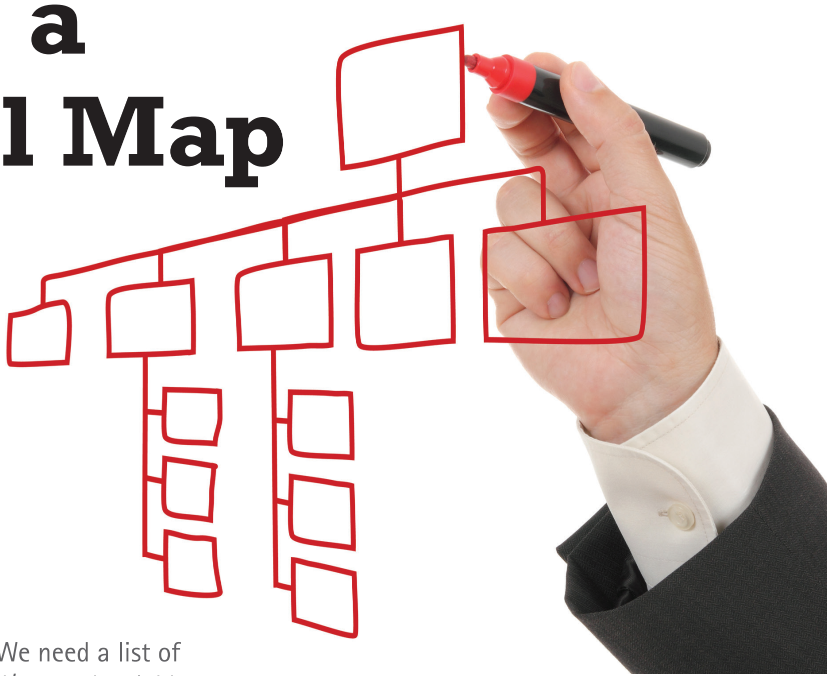
How to Prepare and use a Political Map



Course Overview

Big sales have many stakeholders. We need a list of all the people we want to meet and/or need to lobby, together with their profiles, power and influence. We need a tool to unravel the politics and help us create a contact plan that moves the sale forward. The course is broken down into three units:

Unit 1 - Understanding Political Mapping
Unit 2 - Preparing a Political Map
Unit 3 - Using a Political Map to Influence Decision Makers

Duration

45 – 60 minutes

Learning Outcomes

By the end of the course you will be able to:

- Define Political Mapping
- Understand the advantages of capturing organisation charts for key accounts.
- Create profiles of key people in a prospect's organisation.
- Map the politics of an organisation and identify decision makers.
- Analyse key people and be able to influence their decisions.
- Understand the difference between decision makers and decision takers.

More about the Course

In a major sale there may be many people in the decision group – decision makers, recommenders, gatekeepers, budget holders, technical specialists, financial evaluators, users, consultants, contract negotiators, purchasing.
These people may have more or less power. They may be friend, enemy or indifferent. They may be rising in the organisation or falling. In addition, there may be boards or committees that either make or influence decisions.

In this course, we present a graphical tool that helps to unravel the politics and produce a comprehensive contact plan:

- Who are the people we need to meet and influence?
- When should we try to meet them?
- What are the issues that are important to them?
- Who can give access to them?
- Who might get upset if we go above or around them?

Frequently, this course highlights that we are too dependent on one or two key prospect staff.
And sometimes they are not even the most important in the decision.