



FOUR-STEP STAKEHOLDER MANAGEMENT CHAIN GUIDE

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01. IDENTIFY

What is the one common thread that connects your contact to those potential identified influencers and connectors in the business?

Here are the two questions you need to ask your contact about those identified influencers and connectors in the business:

1. What is the one most important goal or priority for you and the team to achieve this year and why? If appropriate after hearing their answer, ask them to tell you more to drill down to get as much depth and richness as possible to provide them support.
2. What would success look like for you and your department if you achieved that goal?

02. VERIFY

Look at what you've discovered by asking the question to other identified people.

You could send a brief email like the one below stating what you've seen as an observation.

This email assumes you've already made contact with the right contacts. We recommend speaking with them directly to ensure you can ask specific follow up questions to help you get a comprehensive answer.

EXAMPLE EMAIL

Hi Bobby,

I was reflecting on our last conversation and a recent one with [name of person].

[Name person] and I talked about the one priority that if achieved would set you and the business up for success in the coming year.

That one priority was [X] and I wondered what the potential impact of this might be for your department? I'd like to get your thoughts on this.

This is definitely a topic that will deliver a lot of value to you. I'm wanting to see where I can best support you and the team in meeting your goals this year.

What does your schedule look like next Monday at 4 pm for a 10min call?

I'll block the time out for now and wait for your confirmation or an alternative time that week.

Thanks and have a great day
Jermaine

03. COLLATE

Create an executive summary and high level proposal.

Here is where you need to gather the right team to support you.

If you've done the above right, then what will be required may need more than your quick wit intelligence and selling skills. It may need the contribution from different departments in your business and additional resources that aren't currently available to you.

Look at the example of an executive summary for the 5-step one-page guide.

04. PROPOSE

The last step is sharing the proposal.

Once you've completed stage 3 using the executive summary guide we move towards the critical stage of sharing the proposal.

The first thing to do is share this proposal with your main contact and get them on board. Framing this as a way to support and achieve everyone's collective goal and meet the business goal too. This is the chance to verify you've got the proposal right without fully committing. You then need to share your idea by bringing these ideas to the group by asking your contact's opinion on the best way to share this with their colleagues. If they don't have any immediate idea then you can suggest these two things:

1. Share the proposal on a maximum 30min call, allocating a 15min introduction and 15mins for Q&A. If needed have the right people from your business on the call with you.
2. Ask for feedback, then get a commitment by asking "Would you like to see a more built out map of what this might look like for you?"

This process can be repeated anywhere in the business. Very few opportunities are unplanned they're simply undiscovered by the salesperson.

The more you ask, the better opportunities you'll find. Most of the opportunities are known to the connections your contact knows, and you can't assume they've always been told.

Some opportunities will require proactivity and insight before they become profitable.

This is a great process to discover that.