

EFFECTIVE ADVOCACY >

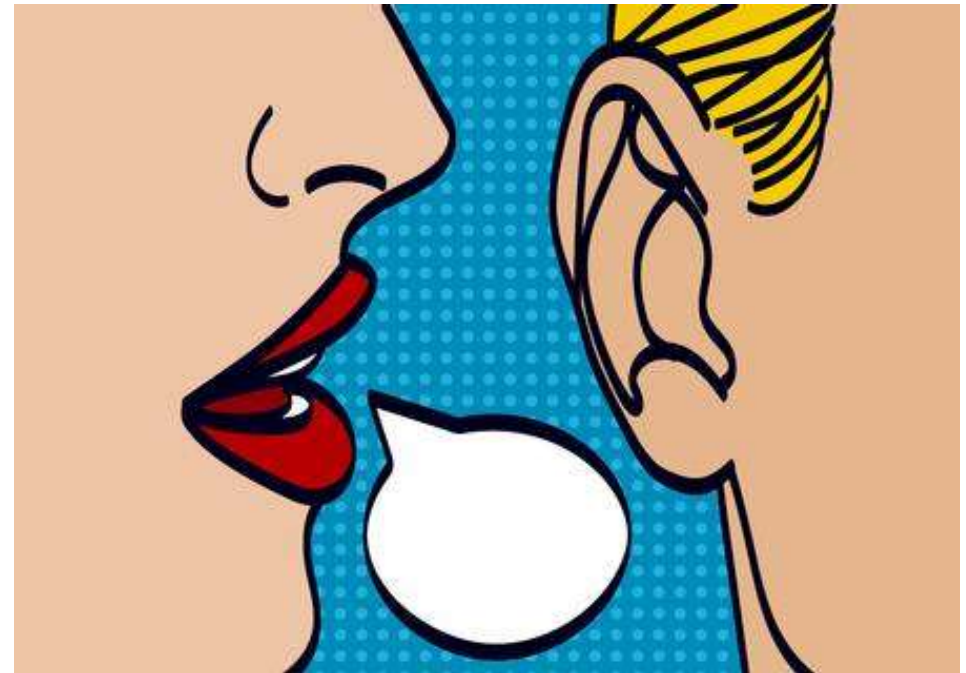
Prayers/ Facts / Workshops/ Chance

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8th April 2020



EFFECTIVE ADVOCACY





Advocacy

- Activities seeking to influence decisions within political, economic, and social contexts

WE ARE IN SALES!

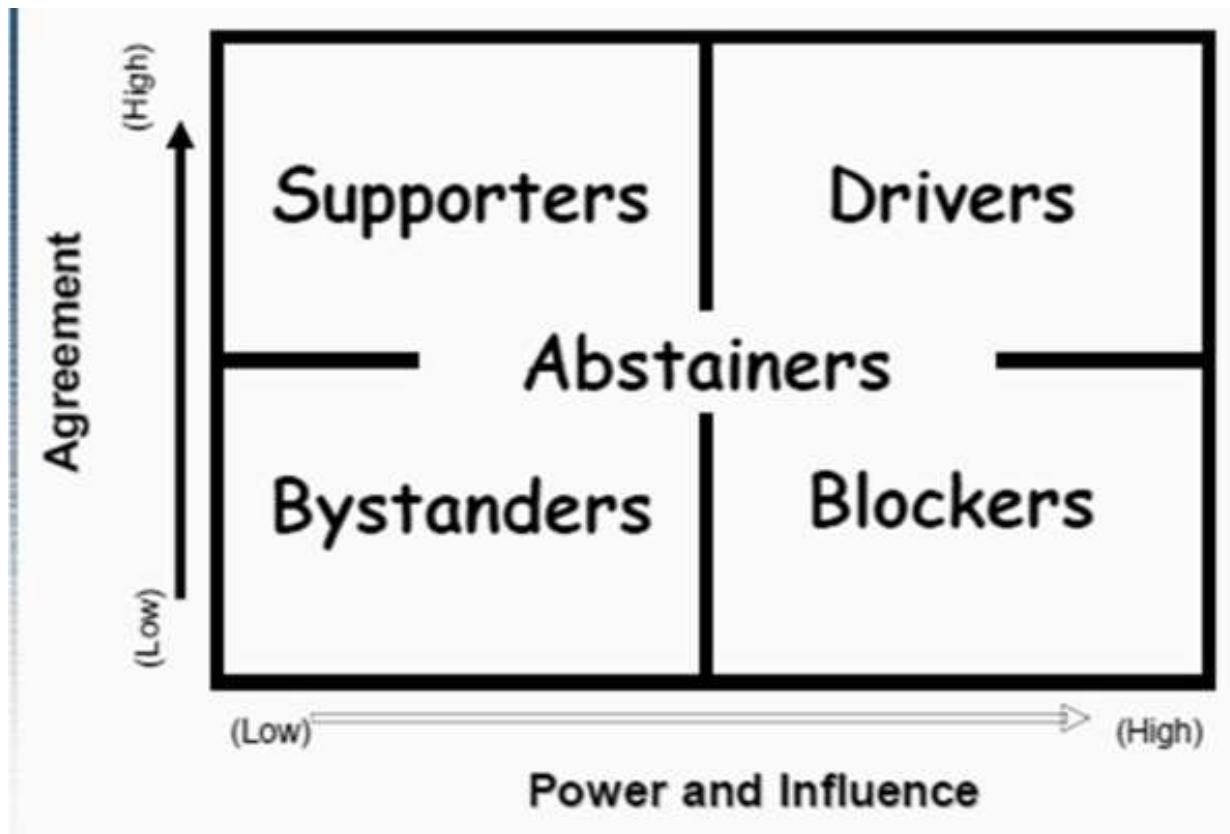
Influencing people to “buy” complex and foreign ideas that will be mainstreamed for a greater good

SALES!

ORGANISATIONS WITH SALES SYSTEMS PERFORM 15% -
28 % better

**Companies with a Formal Sales Process Generate
More Revenue (HBR, 21 Jan 2015)**

REFERRAL SYSTEM



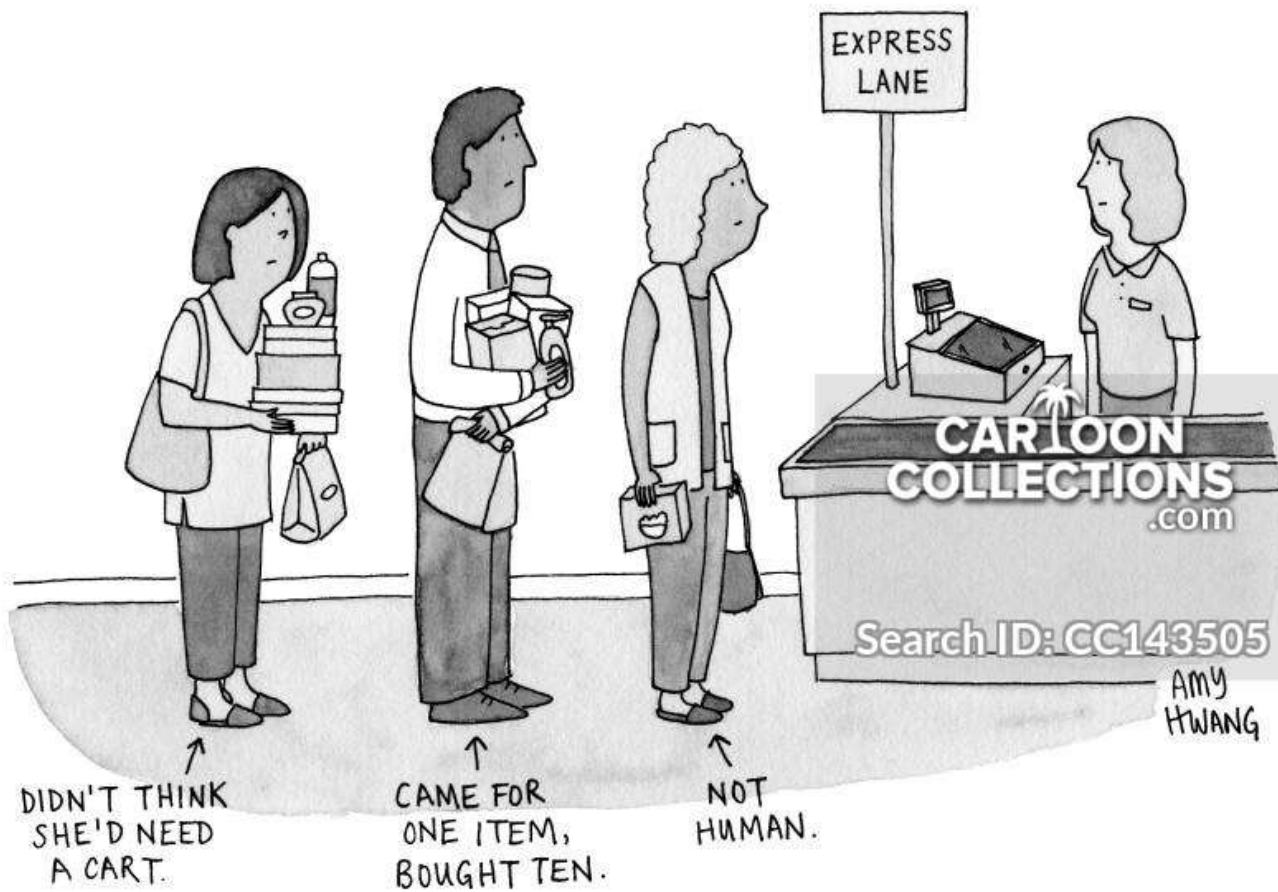
Tale of Two Shoe Salesmen



Situation
hopeless!
Nobody wears
shoes!



Great
opportunity!
They don't have
shoes!



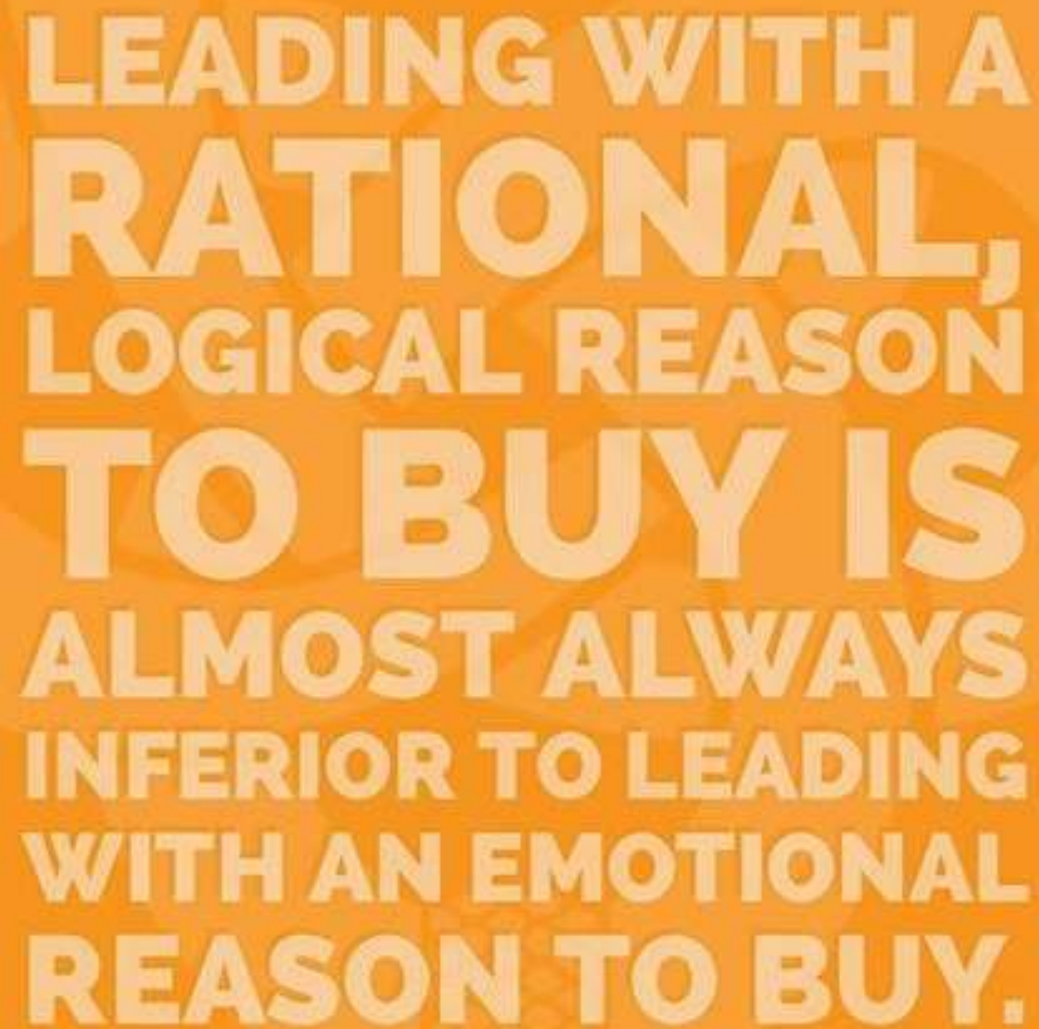
Q: Have you experienced walking into a supermarket or department store and walking out with more than you planned to?



95% of Purchasing Decisions Are Subconscious

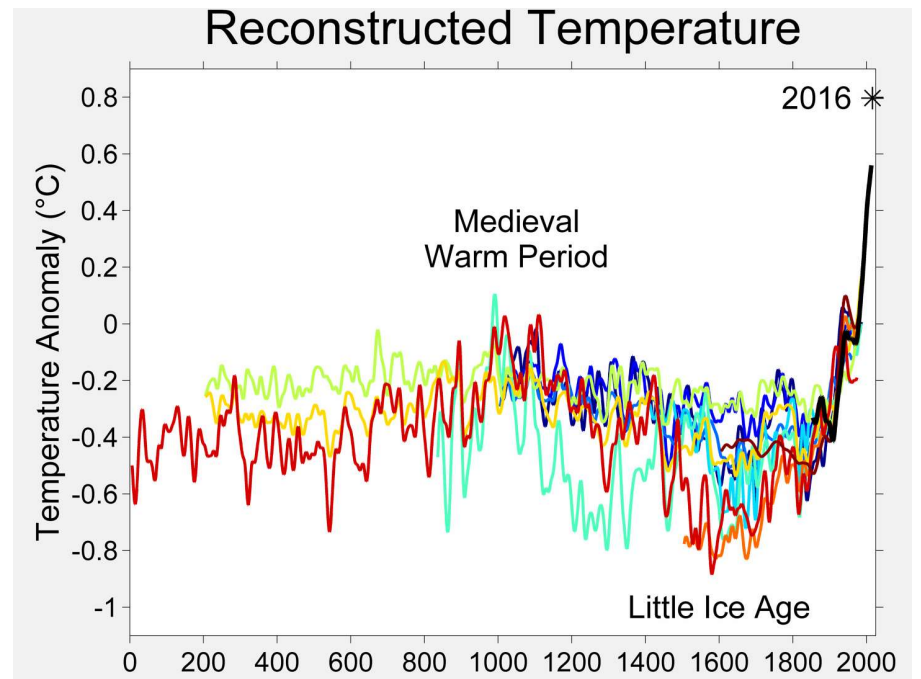
People buy with emotions, The justify with logic

[Harvard professor Gerald Zaltman](#), "How Customers Think: Essential Insights into the Mind of the Market,"

The background is a large orange octagon with a subtle, darker orange pattern of overlapping circles or a honeycomb-like texture. The text is centered within this octagon in a bold, white, sans-serif font.

**LEADING WITH A
RATIONAL,
LOGICAL REASON
TO BUY IS
ALMOST ALWAYS
INFERIOR TO LEADING
WITH AN EMOTIONAL
REASON TO BUY.**

Which image is going to sell your idea?



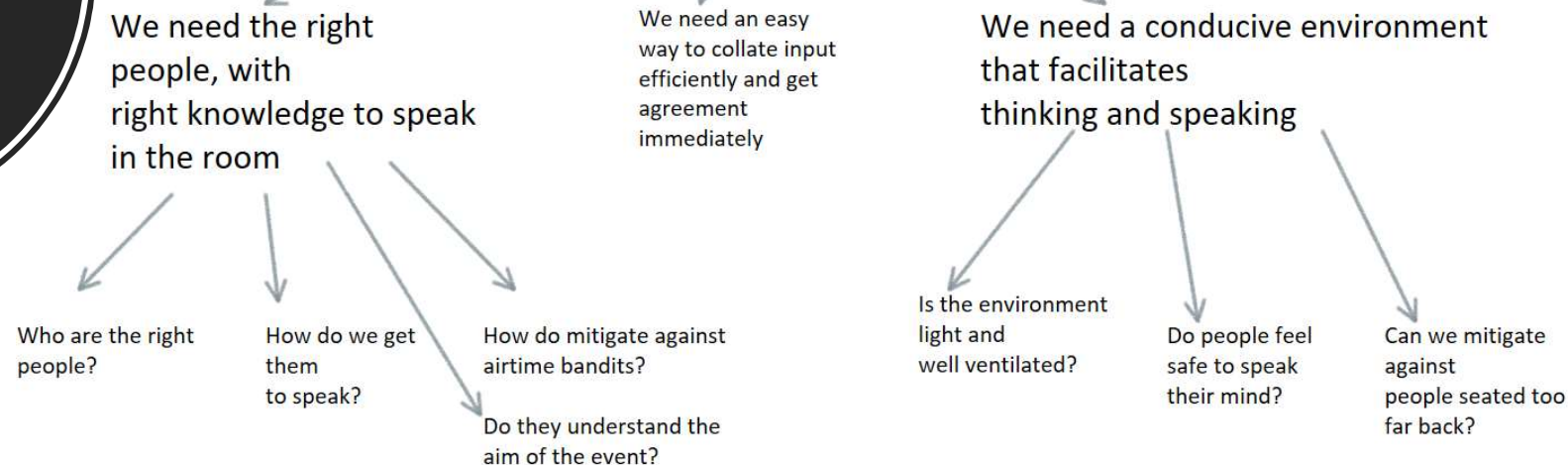
Back to the
Shoe
Saleman.....

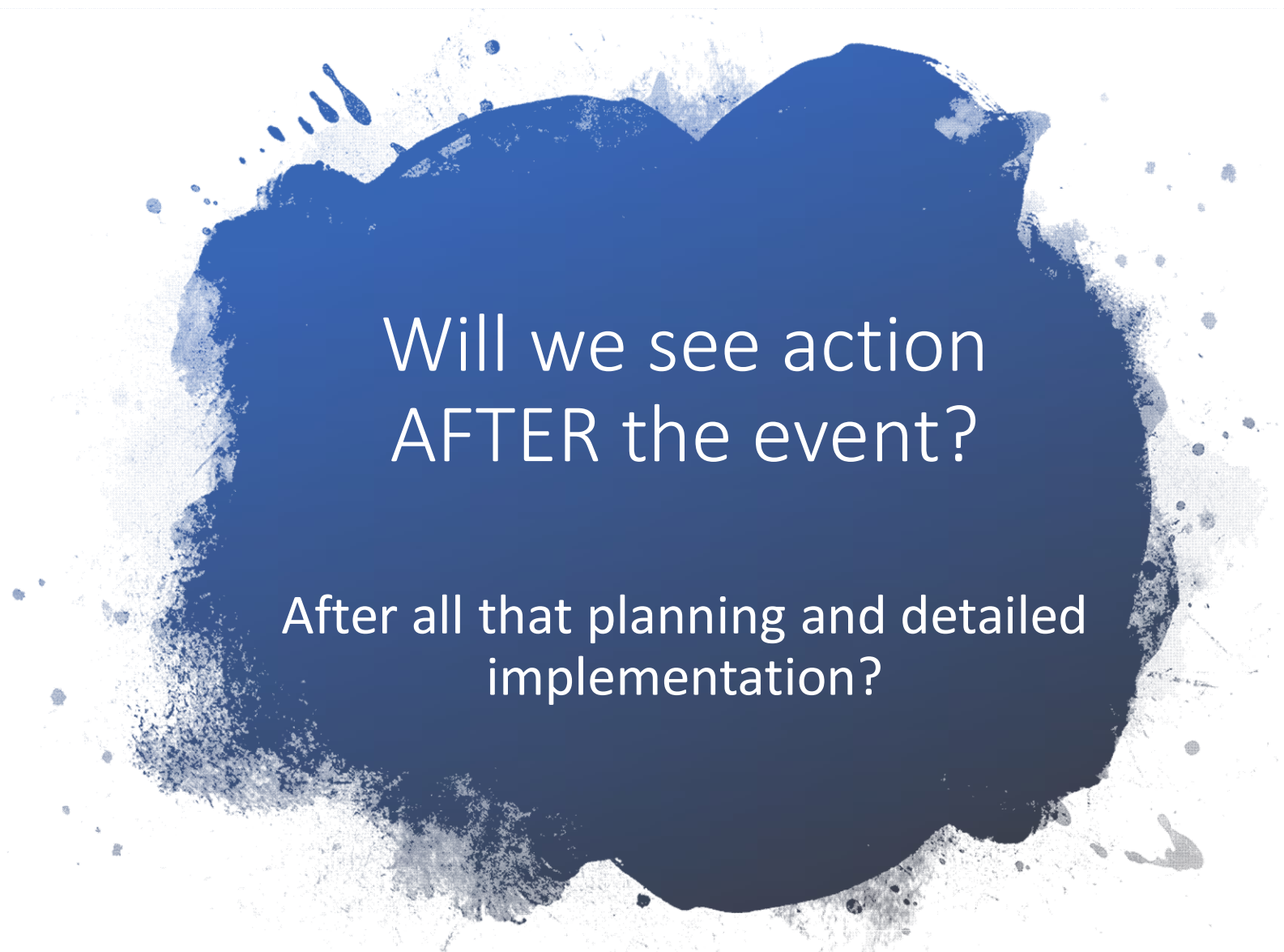
How did he sell a
product that had
no meaning to a
population?

Begin with the END in MIND. And then work back...to decide on actions.

Selling at an
“event” or to
groups of
people

WORKSHOP: STRATEGIES TO STOP THE NEXT PANDEMIC
(a list of strategies, targets and identified focal points)





Will we see action
AFTER the event?

After all that planning and detailed
implementation?

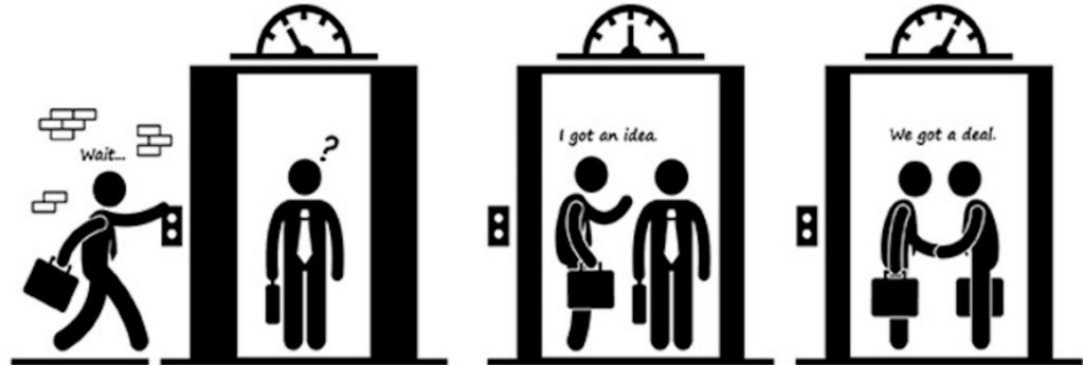
Beckhard-Harris formula for change

$$D \times V \times F > R$$

- **D**issatisfaction: there is **dissatisfaction** when there is a situation that people want to change;
- **V**ision: people share a reasonably clear **vision** of a future situation that is both better and achievable;
- **F**irst steps: the action plan to achieve the vision is acceptable and sets out the **first steps** to be taken;
- **R**esistance: the combined strength of the three factors above is greater than the existing **resistance** to change.

ALWAYS HAVE AN ELEVATOR PITCH!

- Opportunity KNOCKS once!
- What would the shoe salesman do if he was in an elevator THE Most important fashion influencer in the country?



Take home message



**Advocacy is SELLING
complex and foreign ideas**



**We need SELLING systems
that cultivates and
empowers our
ambassadors**



**We SELL on emotions and
justify the purchase with
logic.**



**When planning a SELLING
event,**

BEGIN with the END in MIND
END with clear FIRST STEPS for the
participants



**Reduce lost opportunities!
Get an ELEVATOR PITCH
now!**

Thank You

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