

How to Sell Yourself and Your Ideas

Chris Weir

Business Development Executive with EY



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NEW BRUNSWICK CHAPTER

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Delegate Take-Away - Top 5 Tips

- **Tip #1** – When presenting choices to your stakeholders, if there is more than one option then make sure there are at least three choices and lead with the most expensive option. Your ideal choice should be the one in the middle. (supporting law - commitment consistency). People tend to act when they feel they are making the “responsible” decision, are consistent with their values and are aligned with their commitment to their employer.
- **Tip #2** - When presenting your qualifications, skills and / or experience always refer to other projects where you have done similar work, especially if it is for businesses or for people similar to the ones you are trying to work for (supporting law – social proof). Social proof is one of the most powerful motivators yet it is the one people most deny being affected by.
- **Tip #3** - Look for people you can do favours for and always ask “how may I help you?” Be proactive in these favours by anticipating what the person will need before they even know they need it or ask for it. Furthermore, find out what they like and become a provider or source of that (supporting law – reciprocation and liking) People feel obliged to return favours and prefer to do things for people they like.
- **Tip #4** - People look to experts to show them the way. Display your certifications where people can see them; write blogs; speak publicly about topics that are important to the people you are trying to influence or persuade (supporting law – authority).
- **Tip #5** – Use important key persuading words such as “because” and “now.” Humans are wired to seek out options where cause and effect is understood (i.e., “because” provides that). And in a world of conflicting choices and demands on our time, humans like to know when things need to be done (i.e., “now” provides that). (supporting law – commitment consistency)



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By Chris Weir – EY, Business Development Executive
Mobile: 506.636.0965; Email: chris.weir@ca.ey.com

