

THE INFLUENCE MAZE

WHO IS LINDA BROWN?

VP Sales LevelTen Energy

Career: IBM, ABB, Uplight, SaaS Unicorn,
CSO Startup

Enterprise Sales, Customer Success, Big
Deal Navigation

Sales Advisor, Coach

LindaBrowninc.com



WHO IS DR. STEPHEN TIMME

Founder and President FinListics Solution

Co-author of the Amazon Best Seller
“Insight-Led Selling, Adopt an Executive
Mindset, Build Credibility, Communicate
with Impact

Board of Directors, Sunshine on a
Ranney Day, and Camp Trach Me Away

FinListics.com

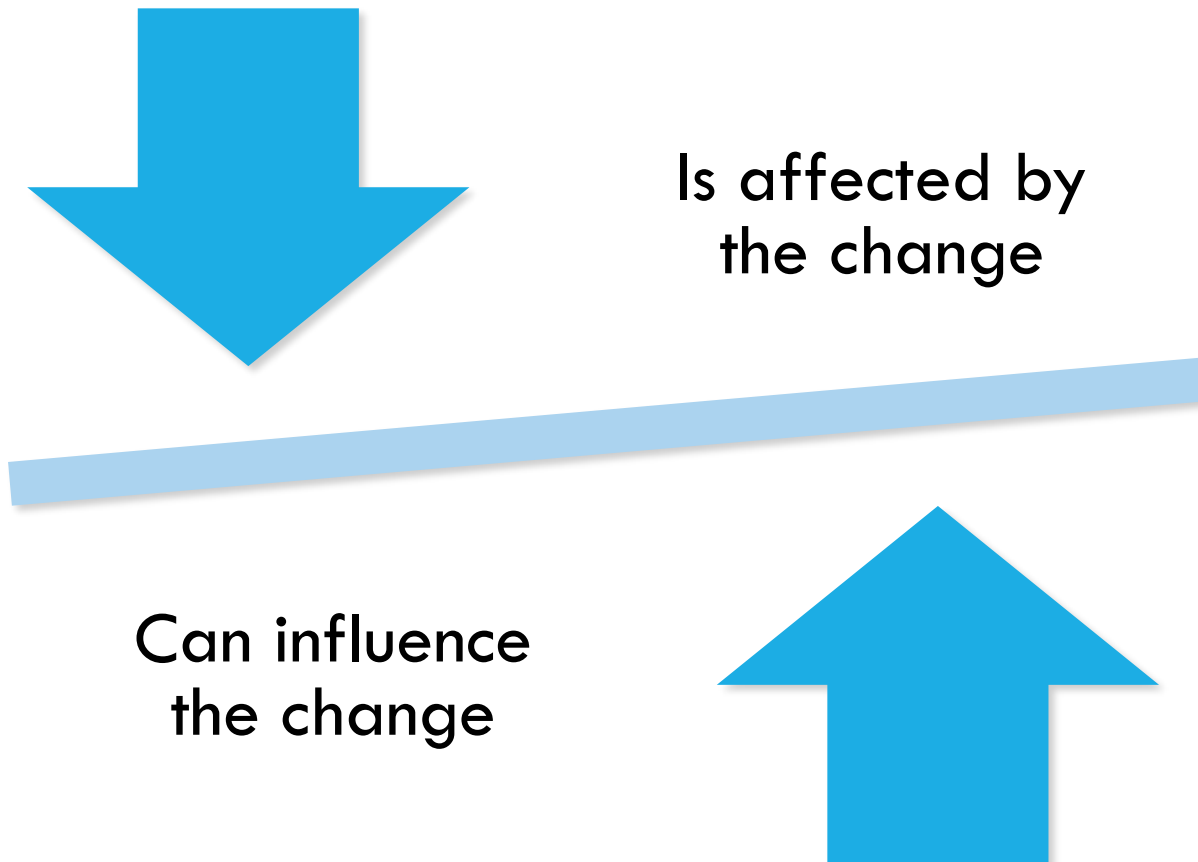


WHAT IS THE INFLUENCE MAZE

How many people are
involved in making
decisions in your business?



WHAT IS A STAKEHOLDER?



CUSTOMER STAKEHOLDER PROFILES*

Mobilizers

The Go Getter



The Teacher



The Skeptic



The Blocker



The Guide



The Friend



The Climber



Talkers

Source: "Challenger Customer, Selling to Hidden Influencer Who Can Multiply Your Results", Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Toman

HOW MANY LEVELS OF STAKEHOLDERS SHOULD I MAP?

C-Suite

VPs

Manager/Director

If the bottom crumbles...
so does your deal!



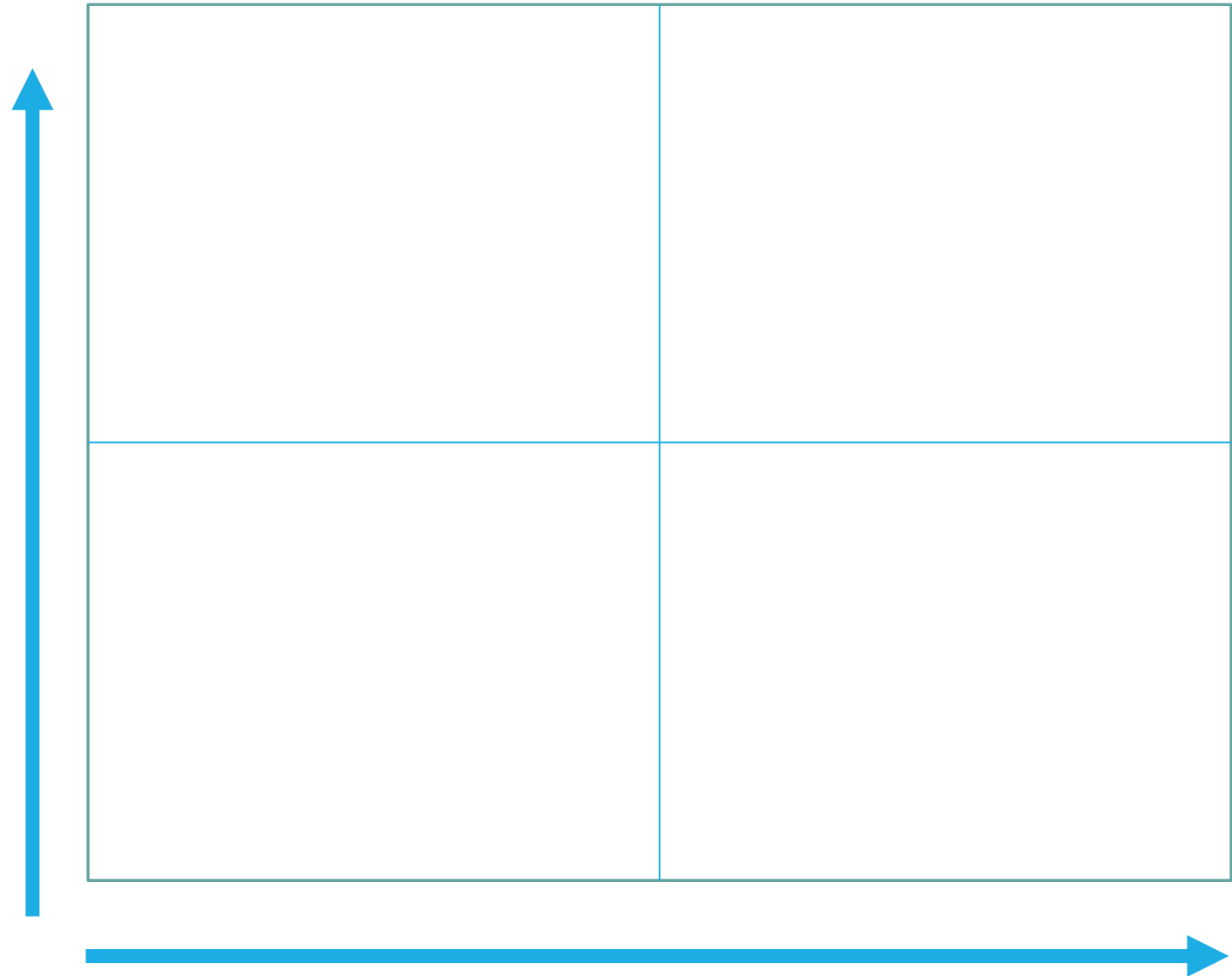
POLL #1

How confident are you in talking to executives?

- A. Very confident
- B. Progress being made
- C. Needs serious help

STAKEHOLDER INFLUENCE MAP

Influence



Interest

CASE STUDY

For Illustrative Purposes Only



SCENARIO

Consumer Products company: personal care – bar soaps, shower gels, deodorants, antiperspirants, and shampoos, conditioners.

Revenue: around **\$1 billion**

Initiative:

- **Digital transformation:** accelerating digital penetration and capabilities to **Accelerate Frictionless Commerce.**

Sellers Solutions:

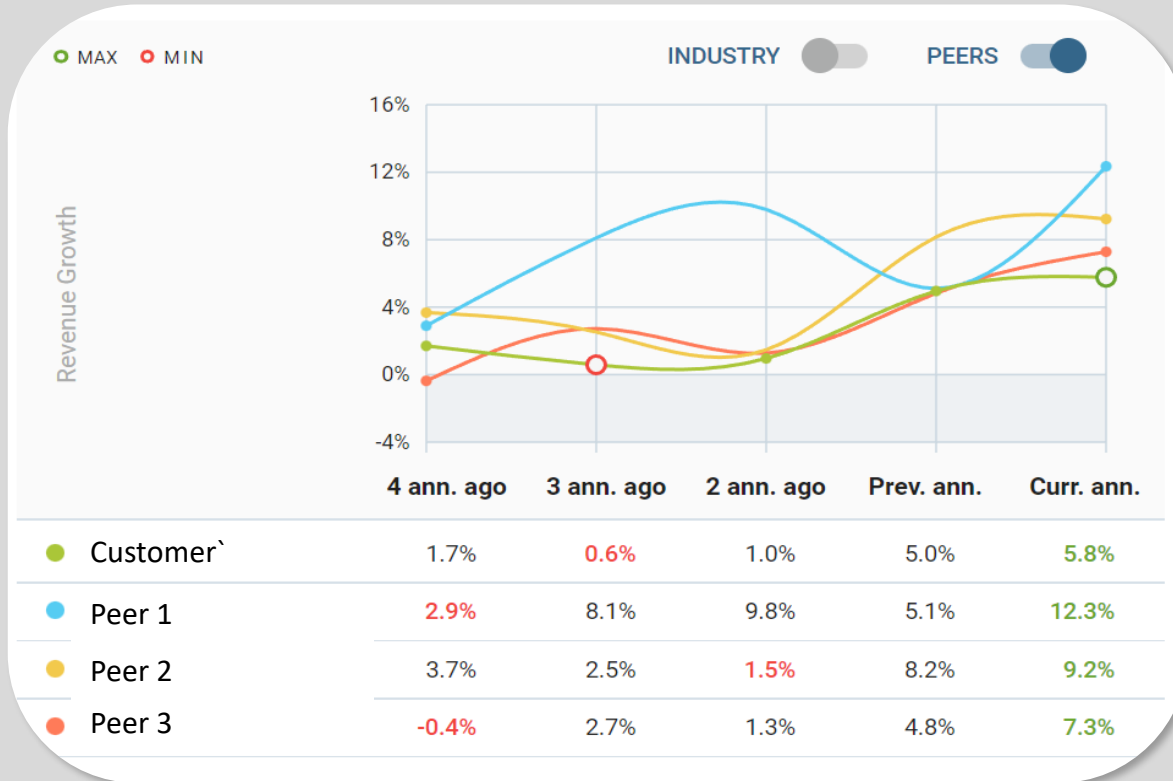
- Digital eCommerce

IT TAKES A VILLAGE

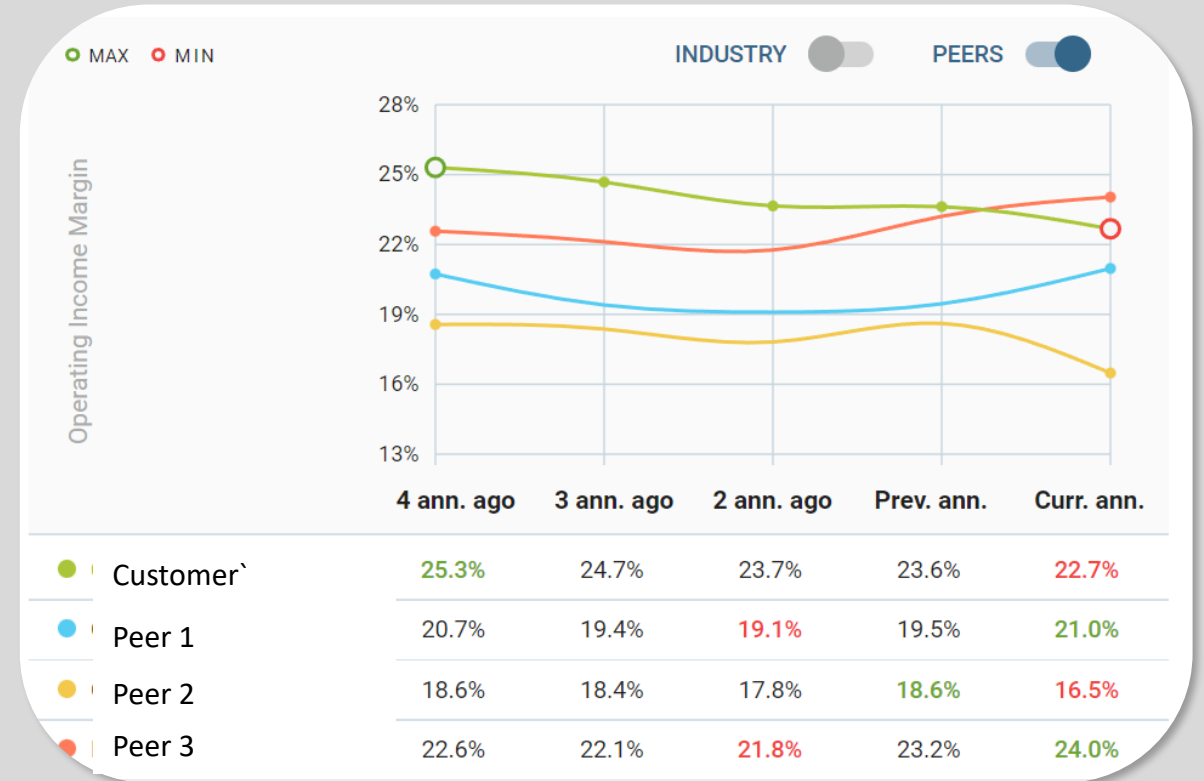


HOW IS THE COMPANY PERFORMING?

Revenue Growth



Profitability



Source: FinListics Solutions, ClientIQ

STAKEHOLDER INFLUENCE MAP

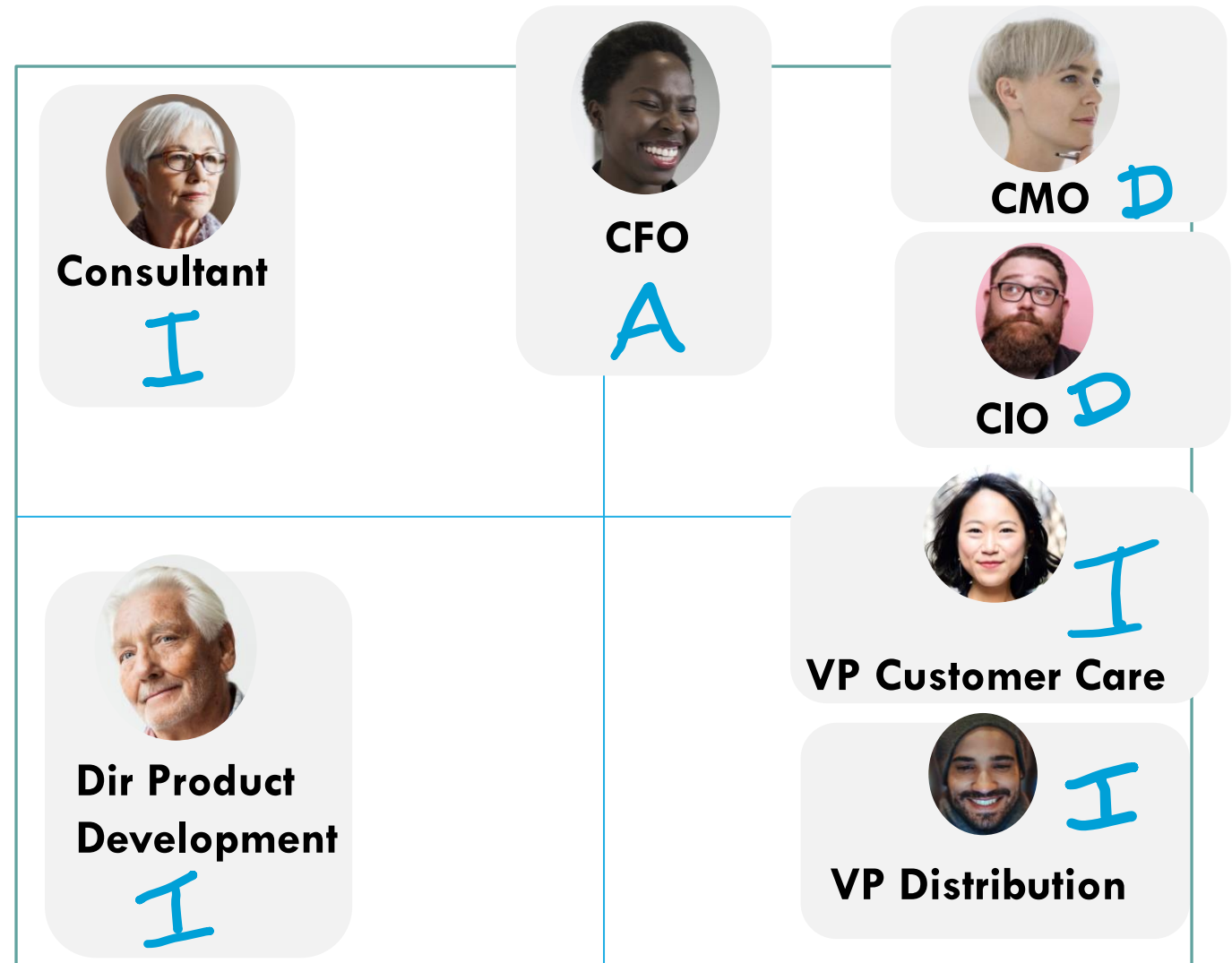
Roles:

D - Decision Maker

A - Approver

I - Influencer

Influence



Interest

STAKEHOLDER INFLUENCE MAP

Roles:

D - Decision Maker

A - Approver

I - Influencer

Mobilizer: 

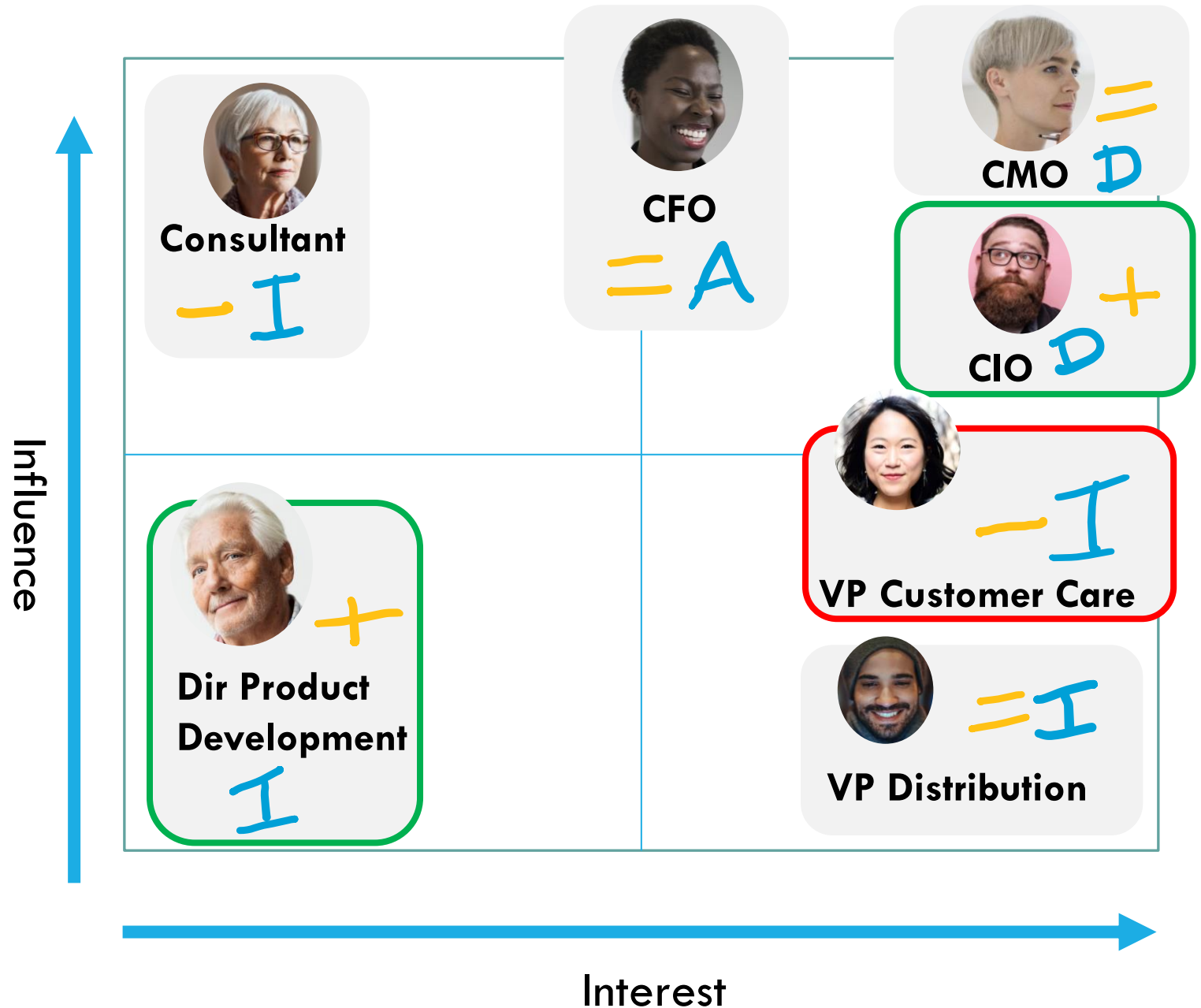
Blocker: 

Opinion:

+ Supporter

= Neutral

- Detractor



Roles:

A - Approver

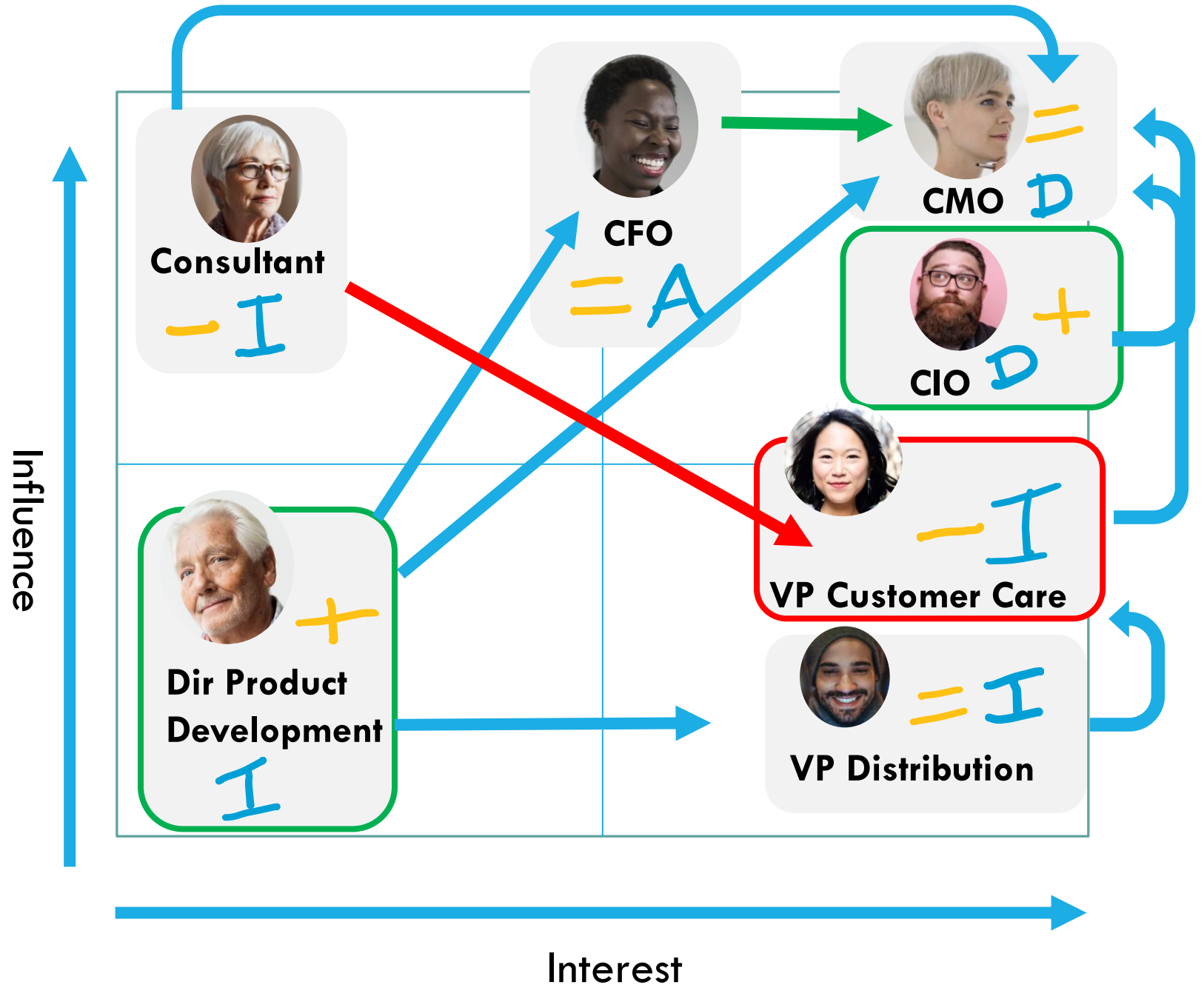
Mobilizer: 

Blocker: 

Influences

Defers to 

Antagonizes 

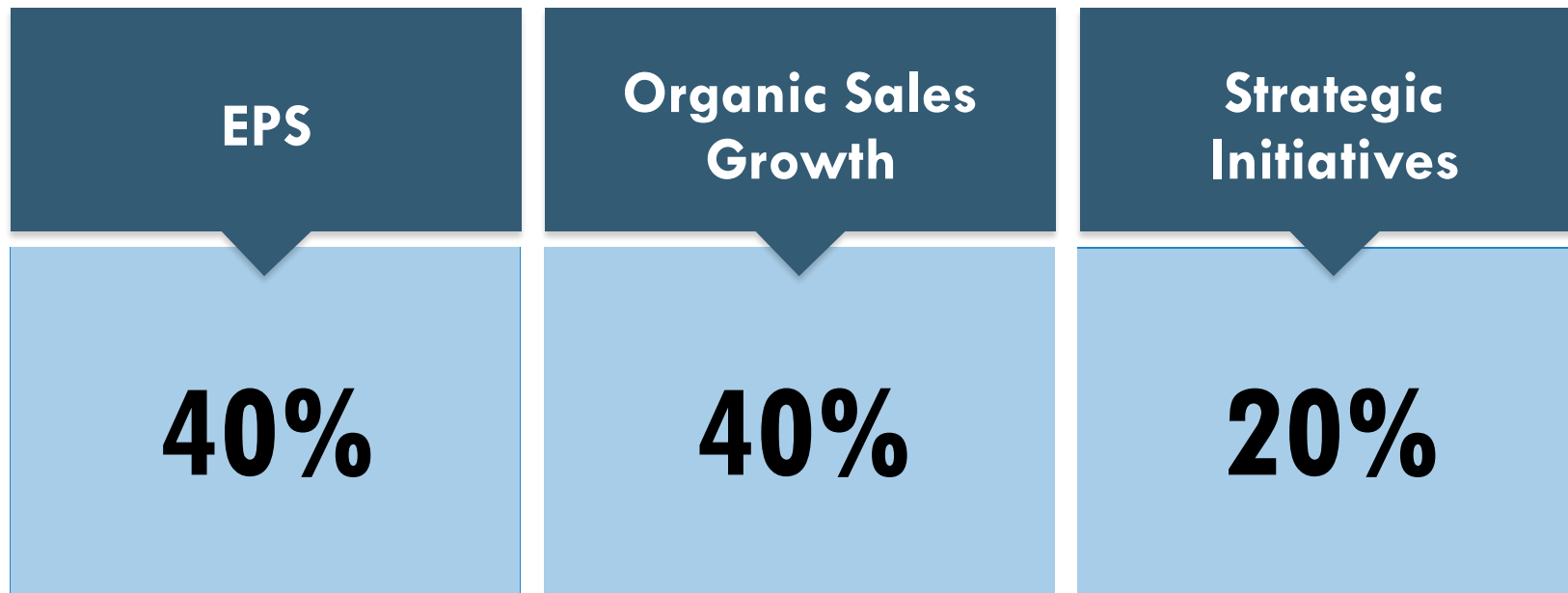


POLL #2

How often does your sales team create something similar to the stakeholder influence map?

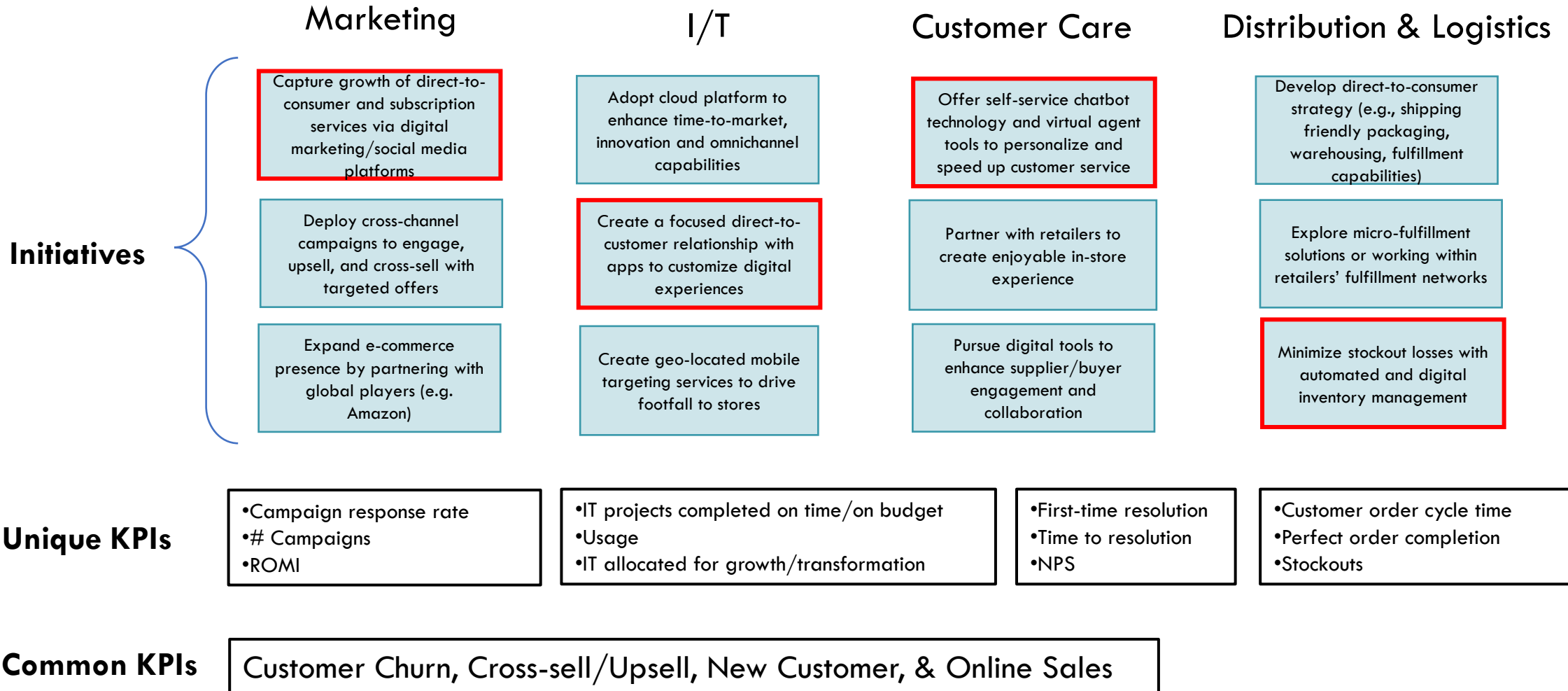
- A. Often
- B. Sometimes
- C. Less than sometime

HOW ARE EXECUTIVES BONUSED?*



*Source: Company's Proxy Statement

EXAMPLE OF STAKEHOLDERS' INITIATIVES & KPIs



VALUE OF SOLUTIONS

Financial Goal / KPI	Improvement				Power of Improvement (Millions)	
	CONSERVATIVE		AGGRESSIVE		CONSERVATIVE	AGGRESSIVE
* - Custom Item						
Increase Revenue		+ 1 %		→	10.00	
• New Customers ⓘ	+ 3 %	—	+ 5 %	→	4.20	7.00
• Online Sales ⓘ	+ 3 %	—	+ 5 %	→	3.60	6.00
• Cross-Sell/Up-Sell ⓘ	+ 3 %	—	+ 5 %	→	2.70	4.50
• Customer Churn ⓘ	+ 3 %	—	+ 5 %	→	2.00	3.33
Total for KPIs					12.50	20.83
* Revenue KPI improvement values reflect improvement to revenue.						

Source: FinListics Solutions, ClientIQ

TRACK THEM ALL DOWN AND WIN THEM ALL OVER?

Leverage your mobilizers

- Neutralize blockers
- Build consensus



QUESTIONS?





**WHO IS IN YOUR
INFLUENCE MAZE?**



Linda Brown at

lindabrowninc.com to fill out contact form
linda@lindabrowninc.com

LinkedIn: <https://www.linkedin.com/in/lindaebrownsales>



STAY IN TOUCH

STAY IN TOUCH



www.finlistics.com



“ABCs of Insight-Led Selling”



**FinListics
Solutions**



@finlistics



 August 24th at 1:00 PM EST

How to Survive an Economic Downturn as a SaaS Provider



Dr. Stephen Timme
President & Founder,
FinListics Solutions



Ken Powell
Chief Commercial
Officer, OSC



Dawn Garibaldi,
President,
Amplify Strategy




Tom Pisello,
Value Marketing & Selling
Expert and Author



Adopt an Executive Mindset

What buying executives want from your solutions and sellers


WATCH NOW



Build Credibility

How to build trust with executives through knowledge of their industry

WATCH NOW



Communicate with Impact

Hit close to home with LOB buyers by aligning solutions with challenges

WATCH NOW