

## Action Steps

### Sell Your Ideas

1. What is the situation boat that you would like to float in the other direction? Are you being presented with a set of options that (you feel) won't work? Perhaps you have a solution that you would like to up sell into the organization. Write some notes about it here.

---

2. Now look at the four "barriers" that are described in the article. Which ones could use some thought or preparation before you go to the decision maker?

- Relationships
- Credibility
- Communication
- Alternatives

3. If you checked any of the areas above, use the lines below to make brainstorm next steps, in order to increase the possibility of success, when you sell your ideas.

---

---

---