**Disarming Authority Process**

|  |
| --- |
| **Establish Credibility** |
| **Relevant Problem***This is likely the problem that got you the appointment. The critical factor is relevance.* |  |
| **Teaser***This section is a transition to the Authority stage and tells audience that you’ll be probing later.* | Before learning more about your scenario, and I do have many questions so I can understand your scenario, I’d like to share an example of how we helped solve this problem … I think it will be relevant to you. After sharing this example, we’ll be able to have a more productive discussion.  |
| **Become the Authority** |
| **Case Study** | **Scenario***Description of organization, situation that led to challenge, etc.* |  |
| **Specific Problems***What were the problems at the organization when you got engaged?*  |  |
| **Solution***How did your group solve the problems? What was unique about it?* |  |
| **Results***What are the results of your efforts? Objective metrics are ideal.* |  |
| **Disarm the Audience** |
| Every organization is unique, so I’d like to ask a few questions to determine if we might be able to help your group in the same way we helped this client and several other organizations like yours. Is that ok? |