**Disarming Authority Process**

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| **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? | | | |