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Communication Skills for Inventors: Selling your idea without losing your mind

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Before anything else, preparation is the key to success.

Alexander Graham Bell

The best way to sell yourself to others is first to sell others to yourself.

Napoleon Hill

Know your audience.

Aristotle

Marketing: the key to it all.

Dale Davis

in *Take Your Invention to Market*

Givens:

- ✓ Positive evaluation of your idea
- ✓ Protected yourself formally (patent, etc.)
- ✓ Worked out the details (design, production, usefulness/market niche, etc.)
- ✓ Found a potential investor/market

Now you need to convince them!

Know Yourself as a Communicator

- Credibility
- Overcoming communication apprehension
- Perception is everything

Know Your Audience

- Demographics
- History
- Knowledge & Disposition

		Direction	
		For	Against
Intensity	Weak	2 Uninformed	3 Apathetic
	Strong	1 Favorable	4 Opposed

Know How to *Persuade*

Five-step process (Monroe's Motivated Sequence - a *listener's* perspective)

- Attention
- Need
- Satisfaction
- Visualization
- Actualization

Step	Audience Response
<p><i>Attention:</i> Getting their attention</p>	<p><i>I am listening.</i></p>
<p><i>Need:</i> WIFM or creating need/defining problem</p>	<p><i>There's something in this for me. I want this.</i></p>
<p><i>Satisfaction:</i> satisfying need/solving problem</p>	<p><i>This needs to be done for me to get what I want.</i></p>
<p><i>Visualization:</i> make them SEE the potential results</p>	<p><i>I can SEE myself enjoying this or the outcomes of this.</i></p>
<p><i>Action:</i> Tangible steps to make visualization real</p>	<p><i>I will do this, and this, then that, and I'll get mine!</i></p>

Know What Works

- Attention
- Need
- Satisfaction
- Visualization
- Action

You need to convince them and KEEP them convinced!

Evaluate & Improve

- Be a good listener and solicit feedback
- Be self-reflective
- Be critical and constructive in your evaluation
- Recognize your weaknesses and make a plan to overcome them
- Try, try again!