

# Agenda Setting

## Introduction

Agenda Setting is the key to winning sole-source business that isn't put through a competitive bid process. By presenting strong points of view and valuable insights about your client's most important challenges, you can push deeper into their planning cycle and challenge their thinking. This allows you to shape their perception of their future needs, define the totality of the problem, and collaboratively develop the solutions they require.

When you develop a deep understanding of your client's Agenda of critical priorities and goals, you are able to add more value. You can show how your solutions directly support their most important aspirations. You become, in short, truly relevant.

*“The first step to differentiating yourself in a crowded marketplace is learning more about your client's priorities, needs, and goals than any of your competitors.”*

# Becoming an Agenda Setter

A deep understanding of your client's Agenda makes you relevant to their concerns and aspirations.

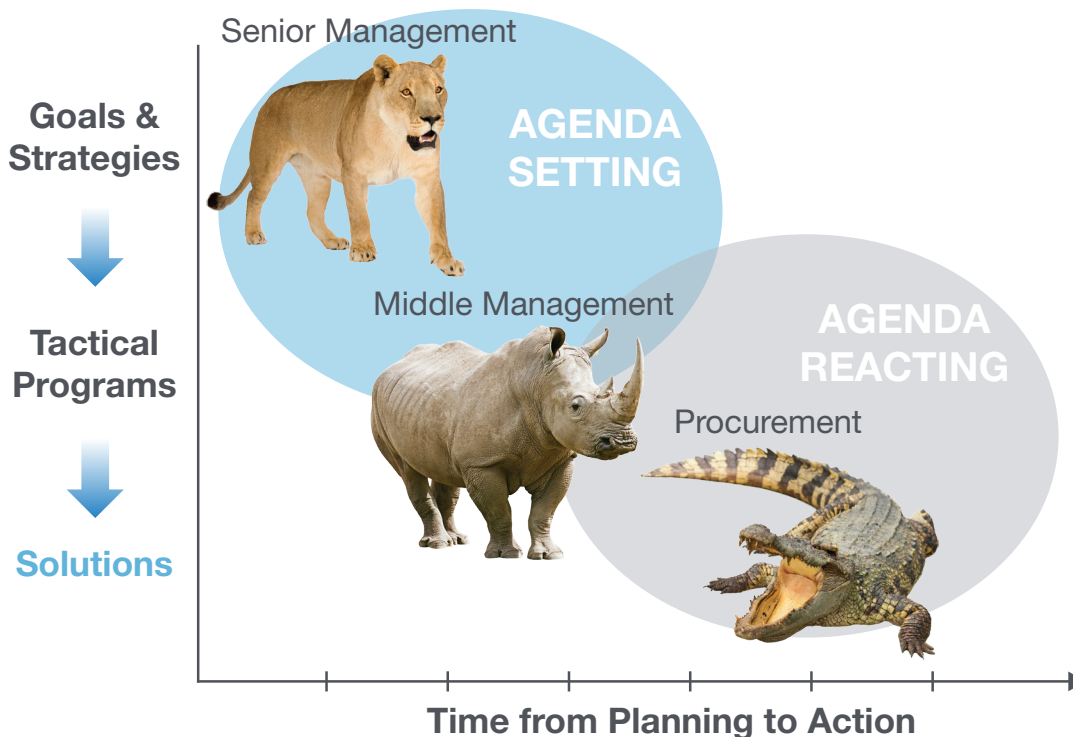
An Agenda Setter seeks to understand, inform, and influence their client's agenda of critical priorities...

...and, shows how their services are helping the client accomplish this agenda.



## How It's Done

By getting involved at the start of your client's planning and action cycle, you can co-develop the solution and win sole-source business.



Interested in learning more? Check out my acclaimed eLearning program, *Building Your Clients for Life*, here.