

Level 2/3

The MACHINE – Selling Ideas with Wayne Lotherington

Of all the things to sell, creativity is perhaps the most difficult. And for some reason, the better the idea, the harder it can be to sell.

The MACHINE Selling Ideas, developed and led by Wayne Lotherington, is an interactive 2-day workshop designed specifically to sell ideas.

Who is this qualification for?

The workshop works equally well for account service, planners, media and creative people and across any type of idea, whether traditional media or digital. The workshop is perfect for all those who sell communication concepts or marketing ideas, either internally or externally.

Learning outcomes

- Understand what clients are looking for in Ideas
- Learn a method that you can employ, practice and master
- Develop a more unified approach to presentations that demonstrate how strategy, creative and/or media work together
- Learn how to build trust at a company, agency and client level
- Establish criteria on which to judge an idea in order to reduce subjectivity
- Learn how to ensure the client sees the ideas as relevant to the customer (and not to themselves)
- Learn how to separate the Idea from the Execution

How is the qualification delivered and assessed?

- 2 consecutive day workshops
- The workshops are based on a small number of participants and the learning is predominantly taught by demonstration and practice
- Uses the MACHINE (yes, this is an acronym) approach to selling
- Practice sessions with professional coaching for each person
- A follow up written assessment for each participant

Dates / Booking deadlines

Course date: 18 & 19 April 2024

Booking deadline: 16 February 2024

Price

\$1,750 + GST members

\$1,925 + GST non-members

Requires a minimum number of 12 participants and a maximum of 16.