

## IN A NUTSHELL

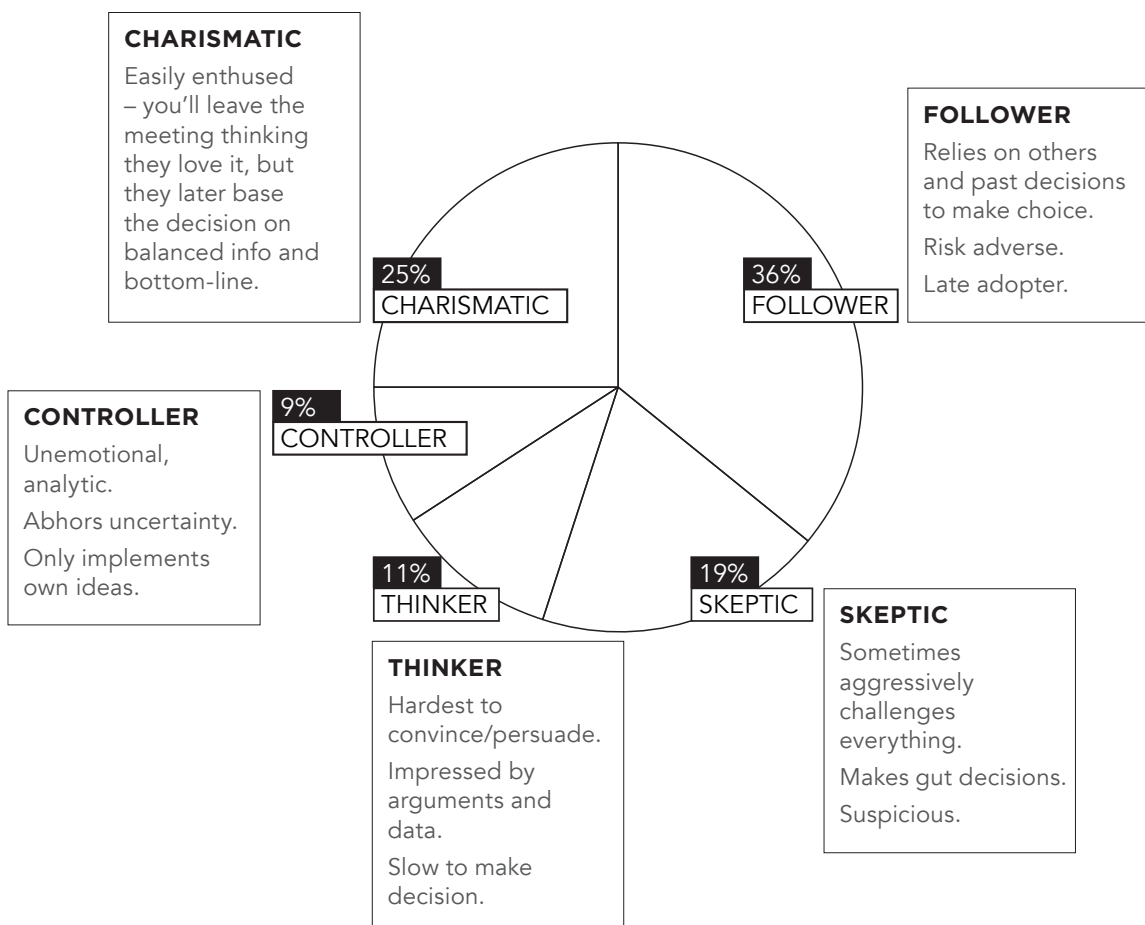
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We design for diversity but treat clients as one.

Most designers hone the one pitch deck and present to all clients the same way, regardless of the outcome.

Problem is, everyone has different characteristics and need different information to reach a conclusion

Understanding the styles of decision making can help tailor a presentation and argument.



## TYPES OF DECISION MAKERS

### FOLLOWER

Relies on others and past decisions to make choice.

Risk adverse.

Late adopter.

### Strategy

Use innovative but proven testimonials and case studies to prove less risk.

*Buzzwords.*

expertise  
similar to  
innovate  
previous

### Examples

Use successful case studies from other industries: 'you could do the first to do this'.

Present 3 options.

Emphasise affordability and ROI

### CHARISMATIC

Easily enthused – you'll leave the meeting thinking they love it, but they later base the decision on balanced info and bottom-line.

### Strategy

Reduce urge to join excitement – instead make straight-forward, balanced arguments.

Focus on results.

*Buzzwords.*

proven  
actions  
easy  
clear

### Examples

Use diagrams.

Explain potential challenges and risk of inaction.

Leave detailed information for post-presentation review.

### SKEPTIC

Sometimes aggressively challenges everything. Makes gut decisions. Suspicious.

### Strategy

Use endorsement from trusted colleague or co-present with someone they trust.

*Buzzwords.*

grasp  
power  
suspect  
trust

### Examples

Co-present with influencer.

Emphasis sources' credibility.

Stroke ego.

Ground arguments in real world.

### THINKER

Hardest to convince/persuade.

Impressed by arguments and data.

Slow to make decision.

### Strategy

Use market research, customer surveys, case studies, cost/benefit analysis.

*Buzzwords.*

quality  
numbers  
expert  
proof

### Examples

Present different options at first meeting.

Explain methods.

Present case studies.

Plan for second meeting to fill gaps.

May take weeks for decision.

### CONTROLLER

Unemotional, analytic.

Abhors uncertainty.

Only implements own ideas.

### Strategy

Present highly structured, credible ideas.

Facts and experts.

Aim to make listener 'own idea then leave them to make decision.

### Examples

Over time send reports, marketing studies, research.

Identify potential problems and leave them to analyse.

Wait for them to request next meeting.