



Getting to Yes

Annemarie Roscello

Interim Dean of Library Services

Sidney Silverman Library

Bergen Community College

5 Key Steps to Selling Your Idea

- **Get Your Vision Right**
- **Have a Clear Message**
- **Create Urgency Through Self-Interest**
- **Build Your Guiding Team (Supporters)**
- **Celebrate Small Wins**



Get Your Vision Right

- **What do you want to accomplish?**
- **Your vision should be intellectual and emotional**
- **Show a compelling, motivating picture of the future**
- **Clarify the consequences of inaction**



Develop a Clear Message

- **No more than 10 seconds to deliver your message**
- **Complexity and clutter makes processing information difficult**
- **One idea per message – you aren't trying to change the entire operation of the library today.**



Create Urgency through Self-Interest

- **Work with the engaged employees**
- **Sell why your idea is important, if you aren't sure it is then you have not done step 1**
- **Move people to action by showing empathy**
- **Let others spread your ideas**



Build Your Guiding Team

- This rarely includes your boss
- Your guiding team should give you guidance
- If your team has reservations
LISTEN
- Must have one connector
- Gather information not perceptions



Celebrate Small Wins

- **Small wins are still wins**
- **Praise your supporters, always say thank you**
- **If everything is aligned you will have wins**
- **Make these changes stick**





Annemarie Roscello
aroscello@bergen.edu
201-879-7979