

# Do Your Homework to Understand Players and Points of View

1. Who are you influencing and what is their point of view?
2. What is their SDI style and how might that influence your approach?
3. What will be persuasive to them?
4. How can you mirror their communication style? (Consider body language, pace, volume, level of technical language, humor, etc.).
5. What objectives or concerns might they express? How will they express them?
6. What might you do in advance to increase your influence?