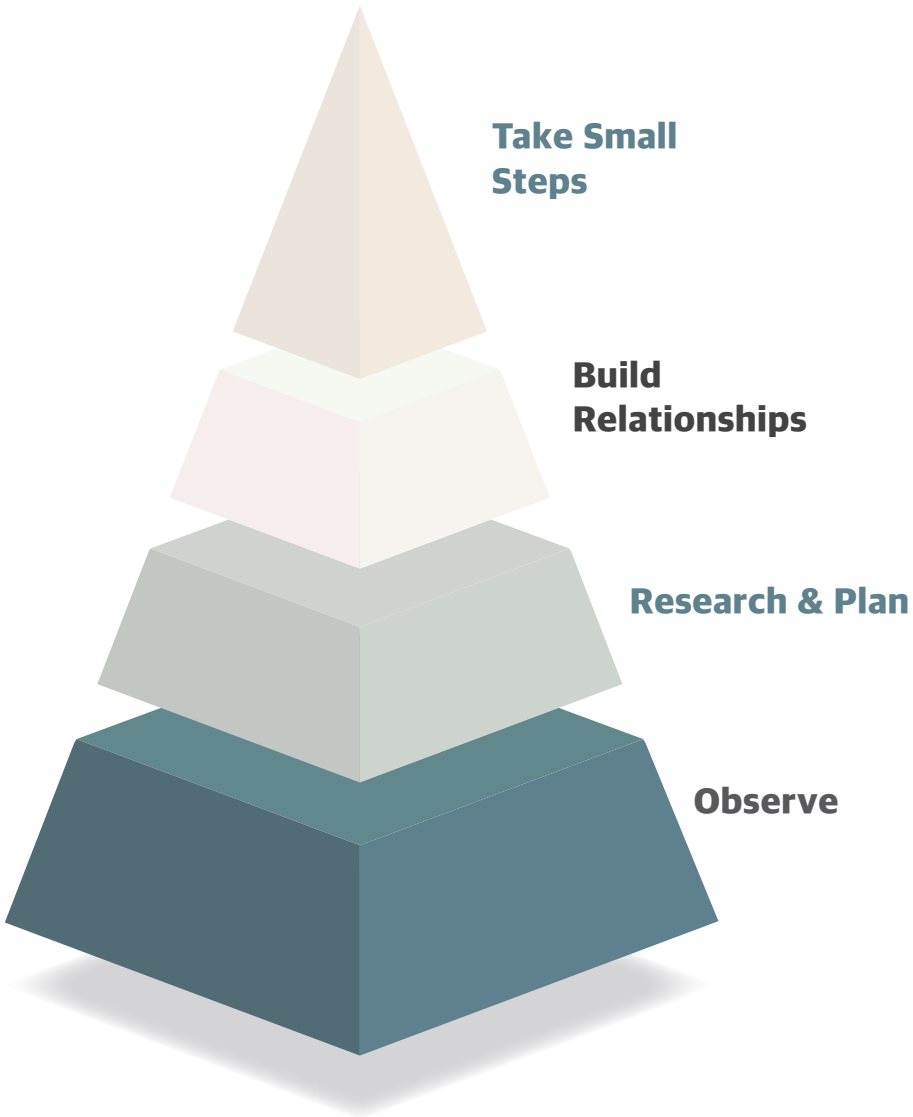
How to Get the Buy-in From Your Boss



4

SMALL STEPS FORWARD
Realize no isn't alwsys no. Think of another way to introduce the idea. Consider what would be material and emotional wins for your boss.

3

BUILD RELATIONSHIPS
Be humble. Put yourself in the seat of your boss. Conduct soft intros for vendors to your leadership team where the vendor brings value before they win the business. Consider timing and energy of the decision maker.

2

RESEARCH & PLAN
Outline pitfalls, successes, expectations for when something will be painful, and remind of previous successes. Tap into emotions.

1

OBSERVE
Listen. Be curious. Pay attention to core values, emotions, the history behind decisions.

NATURAL PRODUCTS MARKETER