

# The Hidden Agenda: A Proven Way to Win Business and Create a Following



Each of us pitches ideas every day. Sometimes we sell our ideas to a small room full of skeptical colleagues. Sometimes we pitch to a boss, or a board of directors, a new organization, or for the contract of our dreams. Regardless, it all boils down to the act of stirring someone to join you - to agree to follow you. Yet we consistently underestimate how critical it is to recognize the needs, spoken and unspoken, of the decision maker. Decisions are made by people, and people have needs and agendas. Understanding these needs and agendas are critical to success in business. Kevin Allens approach is not about persuading, but about creating a connection that assures a mutual win. Through his years of successfully pitching ideas, veteran ad man Allen has seen a pattern emerge: pitches aimed directly at the needs of the decision maker are winners. By recognizing the unspoken need of the decision maker, and connecting the pitch to that need, the likelihood of winning the sell is virtually assured. In *The Hidden Agenda*, Allen describes in practical terms an entirely new way to compel people to follow you and embrace what you are selling. *The Hidden Agenda* lays out concrete steps to identify the who you are reaching, what elements you can connect with, and how to connect with your audience with the end goal of simultaneously winning the sell and establishing an ongoing collaborative relationship. This entertaining audiobook moves at a rapid clip and is full of lively anecdotes of hard-won advertising campaigns. From Mastercards iconic Priceless campaign to Rudy Giulianis mayoral campaign, Kevin Allen has seen first-hand how to effectively find, connect, and speak to the Hidden Agenda to win business unfailingly, every time. Gildan Media and Bibliomotion are proud to bring you another Bibliomotion Audiobook. Featuring exceptional content for todays

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