

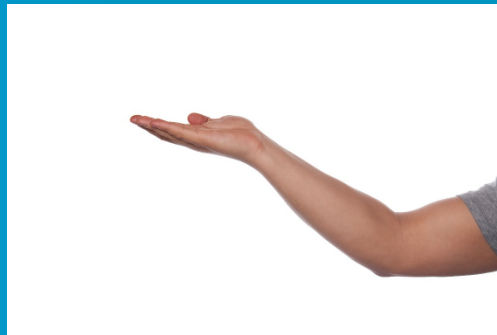
Pain Points, Needs and Solutions:

**The Authentic
Expenditure Pitch**

Making Any “Ask” Successfully

Debra J. M. Best, SPHR, SHRM-SCP
Deb Best Practices
www.DebBest.com

**Dad, why haven't I gotten
a raise? (slight whine)**



Dad: Did You Ask?

Deb Best Practices - www.DebBest.com

2

No. Isn't that the manager's job?



Dad: No.

Deb Best Practices - www.DebBest.com

3

**Making the Salary Raise Case:
What Have I Done for You Lately**



***Money Saved, Money Made,
Pain Points Solved***

Deb Best Practices - www.DebBest.com

4

First: Your organization's financial inventory



Up to speed on financials?

Deb Best Practices - www.DebBest.com

5

Ensure Solid Credibility



***Mutual trust builds courage to ask for
and deliver "yes"***

Deb Best Practices - www.DebBest.com

6

Identify the Decision-Maker(s)



Ensure That Everyone Attends

Deb Best Practices - www.DebBest.com

7

Making the Expenditure Case:



***Money to Save or Make,
Pain Points to Solve***

Deb Best Practices - www.DebBest.com

8

Do Your Data Homework



***Don't Show Up
Without the Known Pain Points,
Facts & Numbers***

Deb Best Practices - www.DebBest.com

9

Essential Elements of the Authentic Ask



***Listen for needs / pain points;
present the data and the pain “remover”***

Deb Best Practices - www.DebBest.com

10

Get to the Point



***Bottom-Line How Your Ask Solves the Pain;
Don't Over-Talk***

Deb Best Practices - www.DebBest.com

11

Expect and Prepare for a “Yes” or “No” Response



***Debate both sides before your meeting:
Be prepared to pivot / flex***

Deb Best Practices - www.DebBest.com

12

Confirm Agreement on Pain Points *and* the Solution



**Listen for Additional Decision-Maker Needs
in the Meeting**

Deb Best Practices - www.DebBest.com

13

Questions? Let's talk!



Deb Best Practices - www.DebBest.com

14

Thank you!

Deb Best, SPHR, SHRM-SCP

Deb Best Practices

Deb@DebBestPractices.com

www.DebBest.com

518-527-9261

Let's connect on LinkedIn!

Deb Best Practices - NYS WBE
Outsourced HR & Recruitment Leadership for
Organizations from 5 to Over 13,000 Employees
www.DebBest.com



Deb Best Practices - www.DebBest.com



15