



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

*Kevin Allen*

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

Each of us pitches ideas every day. Regardless of what idea we're selling--or who we're selling it to--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 role of the decision maker. Decisions are, after all, made by people; and people have needs and agendas, spoken and unspoken. Understanding these needs and agendas are critical to success in business. Kevin Allen's approach is not about persuading, but about creating a connection that assures a mutual win. By unearthing the true motivation or desire of the decision maker, Allen shows how to craft a story or message around it, creating a predictable and repeatable end result. Full of stories and examples, this entertaining book teaches you how to effectively find, connect, and finally speak to the Hidden Agenda to win business unfailingly, every time.

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