

# Selling Agile

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Who thinks they're a salesperson?

Who's ever had an idea they  
couldn't implement by themselves?

Who thinks they're a salesperson?

# Credibility and Influence

# Position

# Track record of delivery

# Understanding and solving other people's problems

So Frackin' What?

There is no Magic Agility Fairy

You're selling solutions to problems

And no one else cares about  
\*your\* problems  
(at least not as much as you do)

So you'd best sell solutions to  
other people's problems

Do you know what their problems  
are?

Is there a community consensus on  
the important problems?

Have you been involved in any  
earlier solutions?

Do you have acknowledged  
expertise?

Is agility where you should start?

What's the smallest problem you  
could solve?

Is it worth it? Would anyone  
notice?

You have limited change capital -  
spend it wisely