

SELLING EXCEL TRAINING

HR vs. the Business

Two doors into the same company. They sell very differently.

HR / L&D

STRENGTHS

- ▲ Real, recurring budget
- ▲ Knows how learning sticks
- ▲ Get in once, stay for years

WATCH OUTS

- ▲ Slow and process-bound
- ▲ Buys big, safe names only
- ▲ Walls you off from the work

BUSINESS LEADERS

STRENGTHS

- ▲ Feels the pain, moves fast
- ▲ Knows the business cold
- ▲ Very little red tape

WATCH OUTS

- ▲ Can micromanage you
- ▲ Haggles on every dollar
- ▲ Not built to scale

THE PLAY

**Prove it with the business.
Let them walk you into HR.**

Stringfest Analytics