S7

LET'S MAKE YOU LETHAL

Influence for Engineers, Beyond Networking

A Sales Approach to Engineering

IQ + EQ

Sales is the art & science of influence

BAILEY LABAN · SRE DAY · EVOLV CONSULTING · DALLAS · OCT 23, 2026

Code Blue! Code Blue!

Call their baby ugly.

1	**Be a Menace to Society**	Decision makers in one room. Max 3.
2	**Bring a Gift**	Always bring something to show.
3	**Ask a question then..**	Name criteria. **Then rank them.**

WHY IT WORKS Kills confusion. Drives alignment. Reveals the assembly line. Surfaces the timing, budget and controls you can't see.

02 · THE GIFT

The Art of the One-Pager

AUDIENCE

Service Desk to C-Suite

The world's worst game of telephone.

REAL BVOA ON MY SUBSTACK →



How do they Metabolize Info?

Hands-on

Spin up a sandbox

Verbal

Talk it through

Visual

Diagrams, charts

Written

Lists, one-pagers

THE GREAT EQUALIZER

Everyone is *tired.*

★ SIMPLICITY WINS ★

Sesame Street analogies.

Bank of vocab words.

Everyone Has a Love Language at Work

Run Discovery

01 It’s ok to be personally professional

02 Find their hyper-fixation

03 Which tasks energize them and can you tradesies?

04 Email their boss their kudos

Be easily likeable

- ★ Use their name
- ★ Pre-game & post-game
- ★ The whatzit

READ *92 Ways to Talk to Anyone*
Leil Lowndes

Rapid-Fire Nugs & What’s Next

RAPID-FIRE NUGS

- Watch the feet
- Silence ≠ rejection
- Read Great Demo! by Peter Cohan

WHERE I'D TAKE IT NEXT

- Build your brand before you need it
- The art of storytelling
- 7 layers of discovery

Let's keep talking

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Substack · LinkedIn · TikTok

Book a 1:1 or DM me