

# Selling Advanced Technologies at the Executive Level



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**Does it sometimes seem like networking products are becoming commodities, with customers looking for bargain pricing? Are you struggling to find customers that are willing to spend on advanced technologies like IP Telephony & security?**



This intensive 1-day session will help your sales team to become more effective at selling Advanced Technologies



## Why should you attend?

- √ Improve your sales success in advanced technologies.
- √ Increase blended profit margins
- √ Compete more effectively
- √ Differentiate yourself from other resellers
- √ Influence budgets and create opportunities through business level relationships.
- √ Chart a more profitable business course
- √ Secure strategic client relationships
- √ Become more sophisticated sales consultants
- √ Sell business solutions instead of products

## Course Content

- √ Why customers buy advanced technology and what they look for from solutions providers
- √ The market challenges for Advanced Technologies
- √ The impact of Advanced Technologies on the solutions provider
- √ A sales framework for Advanced Technologies
- √ Solutions selling explained
- √ Multi-level sales engagements
- √ Five cardinal rules for effective executive level meetings
- √ Finding business hot buttons
- √ Reaching executives
- √ IP Communications solutions focus & business messaging
- √ Wireless solutions focus & business messaging
- √ Security solutions focus & business messaging

## Course Objectives?

- √ Engage with the executive-level in target accounts
- √ Position business level messaging for advanced technologies
- √ Create budget in your accounts for business critical applications
- √ Become a trusted advisor for business leaders
- √ Add business-level value for your clients
- √ Secure long-term, strategic relationships
- √ Outperform your competition and increase market share
- √ Move away from point pricing pressures
- √ Sell solutions—not boxes

## Who should attend?

- ⇒ Sales Representatives.
- ⇒ Sales Managers.

## The Instructor

- ⇒ Warren Belkin, industry veteran with over 20 years experience in the tech marketplace.
- ⇒ Previously owned & operated a VAR
- ⇒ Business consultant providing diagnostic services for improving sales organizations
- ⇒ Top Cisco Global Account Manager in 1999 with \$31M in sales.
- ⇒ Regional Manager. Top 20% region delivering \$82M in sales with 7 reps.

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Combined  
STEP® Program

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