

Selling To Business Leaders



Does your company sell to all levels in an organization? Have you ever lost because a competitor had senior level relationships? Are you getting all the information and cooperation you need to compete effectively? Are you able to create budget in your account base, or are you responding to existing needs?



This intensive one-day instructor led session will show technology companies how to plan and conduct effective executive level sales calls.



Why Partners Should Attend

- √ Increase account control.
- √ Improve win ratio.
- √ Influence budgets and create opportunities.
- √ Block the competition or reverse a decision for a competitor.
- √ Build strategic partnerships – clients will balance vendor's interests with their own.
- √ Open doors in the customer's organization.
- √ Become part of the power structure in the account.

Course Objectives

- √ Engage in multi-level selling.
- √ Understand how senior level relationships can be used for maximum advantage.
- √ Hold effective meetings with executives.
- √ Gain repeat access to senior executives.
- √ Communicate using the right language.
- √ Understand the world of the executive.
- √ Uncover key business concerns.
- √ Build trust & credibility with executives quickly.
- √ Become a valued resource to the executive.

Course Content

- √ Why executive level relationships are important.
- √ Six ways that access to senior levels can be used.
- √ The 5 cardinal rules for planning a call with an executive, plus an added bonus for top results!
- √ Identifying key business issues facing your customers.
- √ How to uncover senior level "careabouts".
- √ The role of the CXO.
- √ How to reach higher in the organization without damaging existing relationships.
- √ What executives find valuable.
- √ How projects and budgets are created.
- √ Financial and business acumen.
- √ In-depth role play using a real-world account.

Who should attend?

- ⇒ Sales Representatives.
- ⇒ Sales Managers.
- ⇒ Pre-requisites: Consultative Selling or equivalent.

The Instructor

- ⇒ Warren Belkin, industry veteran with over 20 years experience in the tech marketplace.
- ⇒ Top Cisco Global Account Manager in 1999 with \$31M in sales.
- ⇒ Ex-Cisco Regional Manager. Top 20% region delivering \$82M in sales with 7 reps.

Ask About Our
Combined
STEP® Program

**For information, please call 203-366-1500 or
email info@sales-group.com**