

SELLING TO SENIOR EXECUTIVES



Business development people, Relationship managers and Sales Professionals learn in this program how to develop executive-level customer relationships by targeting the right decision maker, developing a tactical plan to gain access to the relevant executive, establishing credibility at the senior level to ensure return access, and communicating the unique value of their company's solution.

LEARNING OUTCOMES

After completing this class, sales people will learn how to:

- Build and executive-level relationships with the customer.
- Target the Right decision maker.
- Develop tactical plan on how to gain access to the relevant executive.
- Establish a credible image to ensure constant access to the senior level.
- Communicate the unique value of their company's solution to the right executive.

Format

Instructor-led, 1-days Duration.

Audience

- Enterprise Account Managers.
- Sales Specialists.
- Sales and Marketing Directors
- Senior Sales Professionals.
- Senior Account managers and Business Development Executives
- Business Owners
- Relationship Managers and staff with revenue responsibility.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Creating Compelling Value Propositions for Sustainable Advantage
Module 2: Corporate Performance
Module 3: Customer's Customer
Module 4: Due Diligence
Module 5: Financial Acumen
Module 6: Running Numbers

Module 7: Corporate Structure
Module 8: Executive Discovery
Module 9: Corporate Strategy
Module 10: ROI Analysis
Module 11: Executive Presentation
Module 12: Building trust & credibility
Module 13: Application Plan