Selling The E-Suite℠

What you will learn

Half-day and full-day interactive workshops providing real-world processes and tools for identifying senior executive prospects and organizing more effective sales plans and calls

Who will benefit

- Major account managers
- Strategic account managers
- National account managers
- Global account managers
- Sales managers
- Sales executives
- Marketing managers

For more information,
call **800.745.8075**
or go to:
www.selling-up.com

Even the most sophisticated sales professionals find it increasingly difficult to gain access to decision makers and influencers at the highest levels. Old techniques no longer work. Today, access to senior executives in complex organizations demands comprehensive preparation and flawless sales call execution.

The process and methodology for breaking through.

Selling The E-Suite℠ provides sales professionals with the process and methodology required to call on senior executives in their customer organizations. The half-day and full-day workshops enable sales professionals to:

- Determine the appropriate levels at which executives should be contacted
- Engage sooner with senior executives to speed the sales cycle
- Make the most of an appointment by moving from information broker to *knowledge* broker
- Lay the groundwork for a more successful, long-term relationship by establishing the role of valued consultant and advisor

A unique, structured approach.

Based on proven results, ***Selling The E-Suite***℠ goes far beyond tactics and techniques that senior executives easily see through. Participants take advantage of a carefully honed structure for reaching the senior executive and engaging the prospect or customer during the call.

Hands-on, real world tools make all the difference. *The E-Suite Call Plan Qualifier*℠ and Meeting Planner help you build your plan, determine when and if you're ready to proceed with high-level contacts, and meet successfully. Sales professionals come away better knowing what motivates senior executives and how to determine when to make – or not make – a call. This ensures the launching of every sales campaign at the right time with the right support.

A comfortable fit for your organization.

Selling The E-Suite℠ provides a plan and tool set that integrate smoothly with any organization's sales process, building on the methodology you've painstakingly developed. You strengthen your organization with new ways to move sales relationships forward and more effectively manage key relationships – all at a higher level.

Two ways to leverage *Selling The E-Suite*SM

Selling UpTM helps build world-class sales organizations from Fortune 1000 companies to independent businesses. Serving as strategic consultants, Selling UpTM trains and facilitates workshops with national and international sales teams across a wide variety of industries.

Your sales professional's time is extremely valuable. So, Selling UpTM offers a choice of two programs – half-day or full-day – to meet your organization's needs. Both engage participants in a highly interactive program based on their real-world challenges and utilizing small breakout groups to share experiences and knowledge.

Half-day – successful planning and conducting the sales call.

Learn how to structure a high-level sales call for a specific client. The program includes:

- **CEO vision and priorities:** the language of the C-suite and what issues senior executives focus on
- **Business and enterprise issues:** identifying key business drivers that get senior executives to listen – and buy in
- **Leveraging Strengths:** creating key differentiators for you and your company
- **Knowledge brokering:** moving from product-focused information broker to knowledge broker to become a valued consulting asset
- **Impact Message:** delivering core messages that target senior executives' key concerns, linking your message to business and enterprise issues, and enhancing your credibility
- **Anticipating questions:** preparing responses and eliminating tough questions
- **Getting commitment:** identifying and asking for next-step commitments
- **Interview techniques:** preparing from your prospect's point of view, orchestrating the meeting, and recording essential information for follow-up
- **The Meeting Planner:** leveraging this sales and marketing tool to Develop a focused, written plan, and confirming objectives and goals

Full-day includes – getting through when you've "hit the wall."

In addition to the above, you'll learn how to evaluate your best Alternatives when a senior executive seems beyond reach by:

- Understanding the needs of gatekeepers and executive assistants
- Developing a workable action plan to gain their support
- Crafting an Impact Message that gets you on the hard-to-reach Senior executive's radar screen – and gets you in
- Developing your BATNA (Best Alternative to No Audience)