

# C-Level Selling - Course Description

<b>Participants:</b>	Sales and Sales Management (advisable).
<b>Time:</b>	2 days
<b>Course preparation:</b>	Read the Annual Report of a company as provided.
<b>Preferred prior training:</b>	Solution Sales

## Programme Overview

### *C-level Selling (selling to senior executives)*

The purchase of enterprise applications/services by customers almost always involves senior executives in the decision making process. The two key reasons for such senior executive involvement are the impact of such major purchases on the entire organization and the greater purchase prices involved.

Research has shown that in 90% of major IT related purchases the Chief Financial Officer is heavily involved in vendor selection.

From a sales perspective this calls for a different skill set from the skills required to sell commodity products. To achieve the requisite skill set this intensive course focuses on practical, real-life ways to gain access to senior executives, to 'speak their language' and to gain their support for dealing with the technological aspects at lower levels within the customer organization.

C-level Selling focuses on the sale of enterprise solutions from a 'top down' rather than a 'bottom up' perspective.

## Course Objectives

- Gain access to C-level executives
- Communicate with executives
- Gain and leverage executive support
- Uncover new sales opportunities
- Ensure repeat business
- Improve win ratios

### *The roles and business focus of executives*

- The 8 key reasons for selling to executives
- Corporate governance, roles and responsibilities
  - Board of Directors
  - Chief Executive Officer
  - Other C-level executives
- Executive involvement in the buying cycle
- Levels of decision making
- Executive psychology
- Corporate and individual behaviour styles

### *Planning and preparation*

- Relevant web-site information
- Understanding the Annual Report
- Relevant Annual Report information
- Understanding business drivers
- Evaluating 'owners' of business drivers

### *Gaining access to executives*

- Barriers and 'gatekeepers'
- How to gain access
- How salespeople are assessed by executives

### *The first meeting*

- The 5 critical guidelines
- Ensuring an effective meeting
- The key objective
- Adding value
- Verbal and non-verbal communication
- What to say
- What not to say

### *Key sales activities*

- Building trust and credibility
- The business case
- Finance in the business case
- The real meaning of ROI
- Executive presentations
- Proposals: the Executive Summary