Gate Crashing the C-Suite

PROGRAM OBJECTIVES

This 1 day workshop focuses specifically on how Sales teams can gain access to the C-Suite. We cover a host of topics which help Sales teams learn the DNA necessary to get in the door and have impactful meetings with the C-Suite. Real life success stories as well as failures are discussed by an external Executive. Key fundamentals on how to get a meeting with the C-Suite are covered in great detail.

Participants are encouraged to bring live accounts and/or hot prospects to the workshop. Role playing will be put into action during the workshop and teams are encouraged to prepare and practice how to access the Executive in front of the External Executive. Feedback is continuous and key takeaways are provided before wrapping up

The number of participants per workshop is limited to 8-12 to ensure maximum interaction and role play with External Executive. There is minimal account pre work required prior to delivery.

- Overview of best techniques and fundamentals to access the C-Suite
- Build confidence and trust with Executive gatekeepers
- Understand the roles, objectives and priorities of different Executives
- Comprehend due diligence necessary for initial contact with the C-Suite
- Master a convincing “Executive Elevator Pitch”