



SELLING TO THE EXECUTIVE

This 1 or 2 day exclusive workshop allows your B2B sales teams to practice selling in front of a real Executive (CEO, COO, CFO, CIO) who has been responsible for the oversight of extensive buying decisions at large corporations. Working exclusively on real client accounts and your company solutions, they will learn how to develop a powerful value proposition that convinces your client to buy – and to buy from you!

The number of participants per workshop is limited to 20 to ensure maximum interaction and role play with an External Executive. Typical target groups comprise Direct Sales, Pre Sales, Sales Support, Engineers, Consultants and Indirect Sales such as Channel, Partner and Reseller Sales. There is minimal pre work required prior to delivery.

- Gain access to key Executives
- Conduct a credible conversation with an Executive
- Align your company's solutions to the Executive's needs
- Demystify finance and identify key company metrics
- Demonstrate compelling value and calculate ROI
- Differentiate your company from its competitors
- Ask the right questions and answer challenging ones
- Accelerate time to revenue and significantly increase your chances of winning the deal