

TAKE ME TO YOUR LEADERS

Establishing Executive Relationships

Sell Higher, Sell Faster, Sell More

Seminar Series

Agenda and Content

1. The Importance of Executive Relationships

- Getting started – Prospecting to Executive Relationships
- The elements of a professional relationship
- Reasons to pursue executive relationships and reason we don't pursue them.

2. Identifying the Key Executives and Other Influencers

- Organization Charting
- Their size vs. your impact
- Executive identification
-

3. Getting to Executives

- Get through gatekeepers and blocks.
- Overcome intimidation and executive fear
- Understand it's a rationalization - it's not necessary, too busy, no reason to see you.
- Get positioned against embedded competition.
- Actions for obstacles

4. Establishing Credibility and Developing Confidence

- Moving up the Credibility Pyramid
- Customer Preparation
- Self Preparation – trinity method
- Confidence

Take Me To Your Leader\$ – Sell Higher, Sell Faster, Sell More CD Seminar Agenda (continued)

5. Talking to an executive

- Marketing, selling and establishing executive relationships – the difference and when to apply each.
- Preparing for the executive meeting.
- Approaching the Executive and setting the stage to get information.
- Questions to keep the executive engaged and to get maximum information
- Listening, and note taking.
- Validating the information for mutual understanding.
- Meeting preparation

6. Moving from a Meeting to a Relationship

- How to impact the different personality types
- Build and present your value proposition to impact this executive.
- Differentiate your offering in a way that is important to this executive
- Determine the executive's success criteria and define measurements to gauge success.
- Confirm the relationship.
- Elements to build the relationship

7. Using the Relationship

- Gathering critical inside information about this and follow on sales.
- Networking to other important decision-makers.
- Add-on services and business
- Referrals

8. Maintaining the Relationship

- Build an interactive, on going plan to keep this executive engaged.
- Become aware of changes and the effects.
- Develop strategies to deal with threats and opportunities of change.
- Restructuring your offering and investment.
- Action plan to maintain the relationship