

Table of Contents

About the Author **ix**

Acknowledgments **xi**

Section I – Up Close and Professional

1 Leaders Make Decisions – Subordinates Do the Legwork **17**

2 The Sale: A Beginning, An End, and What’s In-Between **21**

3 Marketing, Selling and Executive Relationships – What You Didn’t Learn in College **23**

4 Professional Relationships, Social Relationships **29**

Section II – Overcoming the Obstacles – Getting to the Executives

5 Obstacle 1 – Identifying the Powerful Executives **37**

6 Networking, Using What Resources You Have **46**

7 Leveraging – Building a Golden Network: The Info/Intro Highway **51**

8 Obstacle 2 – Gatekeepers and Blockers **57**

9 Obstacle 3 – Executive Intimidation **64**

10 Obstacle 4 – You Feel the Executive Has No Time or Reason to See You **68**

11 Obstacle 5 – The Decision Has Been Delegated. It Is Unnecessary to See the Executives **70**

12 Obstacle 6 – You’re Not at the Executives’ Level **72**

13 Obstacle 7 – The Embedded Competitor **74**

Section III – Preparing for the Meeting		
14	Credibility, The Magic of Any Relationship	79
15	Confidence, A Salesperson’s Biggest Asset	83
16	Your Trinity, Gaining Confidence, and Overcoming Self-Doubt	90
Section IV – Talking with an Executive		
17	Productive Executive Discussions	105
18	Asking the Questions That Will Provide An Arsenal of Powerful Information	111
19	Getting the Critical Information	119
20	Learn Their Personality Style and Create Great Chemistry	127
Section V – Forming the Relationship		
21	Ingratiate the Executive by Using Your Arsenal of Information	133
22	Deliver the Expectations and Win the Executive	138
Section VI – Maintaining the Relationship		
23	Positive Professional Impacts Bond the Relationship	151
24	Stay Involved or Your Competitor Will Steal Your Relationship	154
25	Build a Plan to Maintain the Relationship	157