

## ValueSelling Essentials<sup>™</sup> Selling to Executives



The top management of every organization includes executives with unlimited influence, authority and resources. It requires special skills to get to these people, engage them in a productive dialogue, and sell them on your products and services. The tactics presented in this program will help you get the attention and earn the respect and credibility of senior executives, tie your capabilities to your customers' biggest issues, create interest and buy-in for your ideas, and approach senior executives with confidence.

### SELLING TO EXECUTIVES

In every company there are various levels of decision makers, each with different perspectives and degrees of influence. Sometimes the people on whom you call will be to those who make the buying decisions, yet ultimately there is someone who has overriding decision making authority or influence. These are the senior executives whose sites are set on the bigger issues of the company, whose opinions carry enormous impact throughout the organization and who can access the funds to make a purchase. In this course, you will gain tips and techniques on how to approach and enlist the highest levels of your customer's organizations, whether it's a senior vice president, a managing director or a chief officer.

### COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
  - Part 1: Understand your Customer
  - Part 2: Gain Access
  - Part 3: Strategize
- Practice Selling to Executives
- Knowledge Challenge

### WHAT IS VALUESSELLING ESSENTIALS<sup>™</sup>?

ValueSelling Essentials<sup>™</sup> is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials<sup>™</sup> can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials<sup>™</sup> is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials<sup>™</sup> series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials<sup>™</sup> courses can be tailored to any company, language, or selling situation.

**For more information, visit [www.valueselling.com](http://www.valueselling.com).**