

## eExecutive ValueSelling<sup>®</sup>



### DO YOU FACE THE FOLLOWING CHALLENGES?

- **Lack the knowledge of basic business language**
- **Unable to understand a company's financial report or market performance trends to identify a prospect's business issues**
- **Lack the confidence to conduct a credible executive-level conversation**
- **Unable to understand the language and drivers of the C-level executive**

In order to effectively sell to executives, we need to understand our prospect's business and industry, the issues affecting that industry, and be comfortable with the language they use in their business. Sales people don't need to become financial analysts to be effective. Basic knowledge, skills, and tools to identify opportunities are enough to get started.

The eExecutive ValueSelling<sup>®</sup> online course prepares the sales executive for a business conversation with all levels of executive and managers in an organization, especially the top decision-maker. This self-paced four hour course helps sales executives build a base of business acumen to give them the knowledge and confidence to successfully approach senior business executives and engage in a business-level conversation. The ValueSelling Framework<sup>®</sup> is introduced as the structure for planning and executing a call with a senior executive.

A major part of the eExecutive ValueSelling course is learning to do effective company and industry research. Participants will be led through this process by a tool called the Business Research Guide<sup>™</sup> (BRG). Even after the course, the BRG will be a useful research guide to learn about actual customers.

### HOW YOU'LL BENEFIT

- **Begin to develop confidence in conducting a business-level conversation**
- **Improve business acumen and leverage your knowledge in an effective sales call**
- **Move to a new level of selling by being able to apply the process for consistent access to executives**

### COURSE CONTENT

Based on the ValueSelling Framework, the eExecutive ValueSelling course covers the following areas:

- **ValueSelling Framework** - Learn the fundamental principles to motivate people to buy
- **Corporate Organizational Structure** - Understand the organizational structure of a typical corporation
- **Company Research** - Locate company and non-company resources for your research
- **Industry Research** - Use industry resources to answer specific questions about your prospect's company and industry
- **Financial Research** - Identify specific key elements of a company's financial information
- **Business Vocabulary** - Develop a basic business vocabulary and learn to analyze financial reports
- **Executive-level Selling** - Learn to sustain a business-level conversation that includes establishing a link between the analysis of your prospect's business and the business value your products deliver

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