

Executive ImpactSM

Program description

Executive ImpactSM is based on understanding how C-Level executives make decisions, so the sales approach can be matched to the way executives prefer to buy. Tailoring the presentation of information to meet an executive's style of processing information significantly increases a salesperson's effectiveness in securing approval from high-level decision makers. Executive ImpactSM provides the process for identifying each of these decision-making styles to deliver the right information to improve the probability of success.

Modality

 3 hours

Languages

 American English

- **Audience:** First-level, mid-level sellers

Learning objectives

- Understand how executives prefer to receive information to tailor messaging and materials used accordingly.
- Increase confidence when meeting with high-title decision makers.
- Prepare for the next steps after the executive meeting to appropriately progress the sales opportunity.
- Ensure salespeople are comfortable and confident when presenting and selling to the C-suite.
- Collect and share best practices on the most effective selling tools for each decision style.

Skills

- Closes effectively
- Initiates compelling sales conversations
- Understands buying influencer needs