



SALES PRODUCTIVITY

EXECUTIVE SELLING SKILLS

Selling At The Top



Securing new business from strategic accounts and improving customer penetration is often the key to stable business growth. This is best accomplished through executive level contact. Only at this level of the customer organisation is value truly understood..

Through 'Selling at the Top', sales-people gain maximum exposure for their organisation, products and services. They are able to present value propositions that differentiate them from other suppliers who simply sell 'me-too products' and rely on technical features which are more relevant at lower levels within the customer's business.

To sell successfully at senior customer levels,, sales people must use a more strategic and business like approach - one that is consistent with a senior executives expectations of a value based business-to-business selling relationship.

Sales people must adopt customer focused strategies and develop skills that are more business oriented than those that are used at operational levels. Longer sales cycles are typical at senior levels and sales people need to plan selling strategies over a longer time frame. They must be prepared to operate with decision makers who have a more conceptual and long term view.



**SALES
PRODUCTIVITY**

Executive Level Selling Skills

Through this training program, sales people will learn:

- ◆ How to build reasons to buy at senior level selling skills
- ◆ How to relate to senior executives
- ◆ How to develop and present substantive value propositions.
- ◆ How they impact others.

Our major thrust is to help sales people think in the terms of the way that senior executives think, how to understand their values, how to relate to the business goals that they are aiming to achieve.

For many companies, a large amount of their business comes from a small number of significant accounts. Whilst you don't need to sell at an executive level in all accounts or sales opportunities – it is essential with those where the sale is complex or with those you can't afford to lose.

Program Format

As in all of Sales Productivity's programs, this workshop session is practical and realistic.

It addresses the way senior executives think, their life-style and the way they need to be approached by sales people.

- ◆ Through carefully structured role-plays, participants practice executive relationship skills and gain feedback on their impact and effectiveness.

- ◆ Strategies are developed for gaining access to senior executives.
- ◆ Principles of "Multi-Tiered Selling" are presented, practised and reviewed.
- ◆ A practical questioning plan for determining and developing needs is related to the effective selling of major sales.
- ◆ Sophisticated strategies for dealing with objections and closing are developed.
- ◆ Formal presentation skills are developed, practised and reviewed.

Our Training Approach

We work with your sales people to adapt the contents of this program to your specific needs.

Participants learn skills in a participative manner and receive individual coaching on their impact and effectiveness.

Training is focused on actual accounts and real-life situations drawn from your organisation. This injects realism and a 'live application' of skills.

Our training is backed up by our many years' experience in sales and management. We are able to bring considerable practical knowledge to this training program.

Course notes are practical and provide an ongoing reference.

Participants leave with a specific action plan for improving their performance in selling at executive levels.

Who Should Attend?

All sales representatives, account executives and sales support people with direct involvement in selling products or services through relationships at executive levels.

Program Content

1. Executive Relationship Skills

- ◆ What to expect at the top - senior executives values, styles and responses and relationship needs.
- ◆ Gaining the executive appointment.
- ◆ Planning and conducting the executive call to establish credibility and gain endorsement.
- ◆ Stakeholders in the sale; identifying and persuading those involved in making the buying decision.
- ◆ Team selling approaches. (At this level of selling, most sales people need to integrate the effort of others, technical or management, into a number of selling steps.)

2. Problem Solving Skills

- ◆ Diagnosis; questioning and analysis skills for executives. (How to probe for, and link to, key business needs and drivers.
- ◆ Defining executive value propositions.

3. Presenting Skills

- ◆ Closing; methods for gaining executive commitment.
- ◆ Sales presentations; how to design and deliver individual and formal team selling presentations.