



## Executive Level Selling

Do you struggle with selling at the executive level? Many conventional training classes primarily focus on “getting to the executive”. The most effective sellers realize that success is not only measured by “gaining access to the executive”, but also “ensuring that you will be welcomed back”. This course will provides proven methodology which will give you a step by step execution plan, build your confidence, and ultimately increase your ability to impact results.

### Target group

Early to mid-career sales professionals

### Topics

- ⇒ What is the difference between traditional and executive level selling?
- ⇒ How do you target the executive level sales call?
- ⇒ How do you gain access to the executive?
- ⇒ How do you prepare for the executive sales call?
- ⇒ How do you build credibility with the executive?
- ⇒ How do you manage an executive level sales call?
- ⇒ How do you maintain a relationship with an executive?
- ⇒ How do you leverage your relationship with an executive?

### Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module concludes with Commitments to Action (CTA's) which ensure that the learning is applied in the field.

### Duration

2 day

### Course objectives

After this training course, you will be able to:

- ⇒ Gain access to key executives in your accounts and sales campaigns
- ⇒ Effectively execute and executive level sales call
- ⇒ Leverage executive level relationships to win business

### Follow up courses

Tiered Selling, Business Acumen, Value Messaging, Sales Call Execution