



Tiered Selling

Over the past ten years, there has been an incredible amount written about selling to executives. No doubt about it, executives are a critical piece of the equation, but they are only a piece. In most effective sales professionals know how to interpret and blend their value message to suit the various tiers of a company who are involved in making important business and purchase decisions. Value is interpreted differently at each level of the companies you call on. Does your selling method reflect this? Are you comfortable selling at “all” levels? In today’s world, it is imperative to understand the business challenges that our customer’s face at the Executive, Manager and User levels. It is also critical that you are able to articulate the value your products and services offer in the “language” of each level. Selling to an executive in the same way that you would sell to a user does not work and vice versa.

Target group

Early to mid-career sales professionals

Topics

- ⇒ What are the different tiers that you need to call on in order to be successful in your accounts?
- ⇒ What are the characteristics of an effective executive level sales call?
- ⇒ How do the key messages, sales skills and preparation differ at each level?
- ⇒ How do you map the value of your offering to each level and maintain consistency with your message
- ⇒ What impact do our offerings have on the Enterprise?
- ⇒ What impact do our offerings have on Individual?
- ⇒ How do you create value for the different levels?
- ⇒ How do you leverage your relationships at each level to make you more effective?

Approach

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

Duration

1 day

Course objectives

After this training course, you will be able to:

- ⇒ Understand the different characteristics of each level and the sales skills required
- ⇒ Utilize a value map to articulate your offerings in ways that add value to each level's business challenges
- ⇒ Build and leverage relationships at each level to make you more effective

Follow up courses

Value Messaging, Sales Call Execution, Executive Level Selling