

Selling to Senior Executives Program

Version 8.0

Business Issues

Faced with fewer new opportunities and more aggressive competition, companies must look for new sources of competitive advantage to retain profitable, established customers. By reaching higher levels in their customers' organizations, salespeople are poised to identify opportunities early, creating an advantage for themselves and their company. However, what they quickly find is that selling to executives poses a different set of challenges.

What is Selling to Senior Executives?

Selling to Senior Executives (SSE) provides a structured approach for selling value at the executive level. By examining how senior executives perceive value, salespeople can increase their sales effectiveness with 5 key executive selling skills.

SSE is the only program of its kind based on an empirical study of the executive's role in the decision-making process for major purchases. By integrating key findings from the research, Selling to Senior Executives supplies sales professionals with proven methods for creating and leveraging executive-level sponsors.

Throughout the Selling to Senior Executives program, salespeople are introduced to proven strategies for:

- Gaining access to relevant senior executives
- Establishing credibility early in the sales cycle
- Defining and articulating value from an executive's perspective
- Positioning solutions aligned to executive issues
- Tracking and managing the executive's perception of a company's value

What are the Business Benefits?

SSE is more than just a training program; it is a proven process for:

- Closing sales faster by leveraging executive insight to align solutions with strategic issues
- Gaining competitive advantage by becoming a "trusted advisor"
- Increasing customer retention by uncovering new opportunities through early visibility into business changes
- Improving bottom-line results by securing long-term, high-value relationships

Selling to Senior Executives

Delivery Options

OnTarget, recognizing that time is a salesperson's most valuable resource, has created three SSE delivery options to provide learning flexibility uniquely suited to every organization.

Option I

Instructor-led Workshop – 2 days

Day One

Gaining Access and Establishing Credibility

- Identify the right executives for a particular sales opportunity
- Determine the best time to call on the executive
- Develop a plan to gain access
- Identify the key business issues at the executive level
- Understand how to establish credibility at the executive level
- Plan an early cycle, executive sales call secure high-level relationships

Day Two

Defining Your Value Proposition, Positioning Your Solution, and Managing Your Value

- Identify how your solution provides unique business value to the customer
- Define your value to the executive in a clear, concise manner
- Position your value rather than your product or service
- Develop a tactical plan to ensure successful executive presentations
- Determine and track the value of your solution
- Develop an approach to communicate your value to the executive

Option II

e-Learning

OnTarget recognizes that advancements in technology and learning offer new ways to achieve improved sales effectiveness, as shown by our award-winning eTAS. Selling to Senior Executives e-learning takes the concepts from the highly successful, instructor-led program and delivers them on-line. Depending on an organization's needs, eSSE can be flexibly deployed as:

- a complete solution,
- reinforcement before or after an instructor-led engagement
- part of a blended learning solution designed to improve face to face executive-level discussions

Complete Solution

eSSE delivers the content from the Selling to Senior Executives program through convenient, self-paced Web access. eSSE participants have access to the online learning for 90 days, allowing them to study the best practices content in SSE while they develop and refine a "live" executive plan at their own pace.

Reinforcement

Offering eSSE helps maximize training investment when used as a refresher for the instructor-led program. eSSE can also be deployed as a targeted skill-builder to support a TAS implementation or as a way to align new sales team members. Program participants can use the e-learning to refresh their general knowledge or focus on a specific topic that offers them the greatest challenge.

Option III

Blended Learning

Research shows that blended learning enhances the performance of e-learning when applied to real-world situations. Working with a highly-skilled executive sales coach, eSSE blended learning combines eSSE with a one day application workshop that allows participants to:

- Learn the concepts and use the SSE tools online and at their convenience
- Develop an executive call and presentation plan for the most relevant senior executive
- Rehearse and improve an executive dialogue, focused value proposition and executive-level presentation

Calling on executives requires solid planning. Even the most expert sales professionals recommend testing the dialogue before going face-to-face with a busy decision-maker.

After completing the online learning, participants bring their completed SSE tools to the application workshop.

During the SSE Mastery Workshop, participants:

- Learn how to collect relevant information to improve their customer knowledge as they prepare for their executive call
- Extract and use key business and value drivers to engage decision-makers in

strategic dialogues

- Examine and refine the focused value proposition for the relevant executive
- Test and enhance a real-world executive call and presentation with colleagues and a coach
- Establish a solid process for measuring and managing value designed to improve their chances of continued executive access

Who Should Attend?

Strategic account managers, field sales personnel, marketing, and sales support staff

What are the SSE Tools?

Executive Call Plan

The Executive Call Plan outlines the critical information required for a successful, early-cycle call on a senior executive. The Plan summarizes the purpose of the executive call and helps the salesperson develop an outline of the agenda and the resources required to execute the call.

Solution Map

The Solution Map is an overview tool that summarizes your capabilities and maps them to your customer's key business initiatives. The result is a snapshot of your potential value to the customer that magnifies your key areas of competitive advantage.

Executive Presentation Planner

The Executive Presentation Planner keeps the outline of your presentation focused on the executive's key initiatives. This detailed tactical presentation plan will result in an executive-focused sales presentation.

Value Proposition

The Value Proposition defines your unique business value. Each salesperson will develop a specific value proposition, using their customer's terminology and metrics.



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