



Situation

Selling to the C Suite is a challenging activity for even the most experienced sales professional. Do you start at the top and work down with sponsorship from the CxO or do you build the business case to take up to the CxO?

Outcomes

Participants will be able to understand and relate to what stimulates and motivates 'C'-Level Executives to allocate their time to a meaningful conversation and remove barriers to access.

Who Will Benefit

Sales People and Managers who are looking to achieve more qualified opportunities, reduced sales cycles, increased order values and improved win ratios by engaging more readily at the 'C'-Level.

Format

This is a 1-Day interactive workshop for between 6-12 participants under the guidance of a BKC Workshop Leader. Participants will work individually and in groups to learn and then build specific examples of sales tools they can use immediately in the field to gain access to their target 'C'-Level Executives.

Content

- ❖ Why it is necessary to engage a 'C'-Level Executive (CLE)
- ❖ How to recognise a CLE: what are their typical profiles and characteristics
- ❖ What are the objectives that form the focus and interest of a CLE
- ❖ The capabilities your offerings have that a CLE can use to help them meet their objectives
- ❖ Introduction to the Solution Development Prompter®* to formulate meaningful dialogues
- ❖ How to use Intelligent Questions to draw out meaningful information and data
- ❖ How to diagnose deeply by prompting a CLE to admit where and why they need help
- ❖ How to discuss this in ways that are meaningful to the 'C'-Level Executive and helpful to the participant
- ❖ The questions to ask that facilitate shaping solutions based upon the capabilities of your offerings
- ❖ How to qualify out of an opportunity whilst maintaining the individual and organisational relationships
- ❖ How to transition the conversation from solution shaping to facilitating the buying process
- ❖ Practice the building and use of the Solution Development Prompter® to formulate meaningful dialogues for the top 3 prospective opportunities upon which the participant is working
- ❖ Action Plans as takeaways that the participant can use immediately

Pre-Requisites

Each participant will be furnished with a pre-workshop focus questionnaire two weeks in advance that will require them to consider and then answer a number of questions relating to their market, company and selling challenges they experience. Each participant will bring with them details of the top three prospective opportunities upon which they are working for development during the workshop.

On-Going Support

As a separate module, a post-workshop programme is available for managers who have attended this workshop. Participants learn how to coach their people in having Intelligent Conversations using the Solution Development Prompter®.

Action

Contact John Busby now on + 44 7968 066 165 or email at jb@bkc.net to arrange an initial conversation.

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