



## **Executive Selling in Tough Times**

How to convince senior executives to invest in bear markets

**Course Leader: Ian Henley, Chairman, *ChangeBEAT***

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### **Who is it for?**

Anyone who has to get access to senior executives and persuade them to invest in technology programmes, including both vendor sales professionals and internal agents of change, will benefit from this course.

### **What is it about?**

Do you believe that tough market conditions make it harder to make your quota? If you are nodding your head, you are missing a trick. The true sales professional recognises that tough times create severe pain for customer executives and the customer's pain is your opportunity.

But to take advantage, you first need to reach the executives who make business decisions, and when you do meet them you must speak their language and be very relevant indeed.

The winners in tougher times are the sales professionals who work with their customers to build a compelling business case for action, and use it to convince senior executives to invest. To succeed, first you must negotiate access to the people who have the power to act, even if the natural inclination of your normal contacts is to shut you out. Once you overcome this significant hurdle you must be able to make your case in the customer's boardroom in terms that connect with the CxO's concerns and priorities.

In this one-day hands-on course Ian Henley, Chairman of *ChangeBEAT*, takes a practical view of how to convince CxOs to invest in your business propositions. He will equip you to chart your customer's business issues in a very practical way, and map the business benefits of your proposition into a case for action which will be compelling to the CxO.

### **How do you benefit?**

- A proven model for planning and conducting executive sales calls
- Better understanding of executive drivers and behaviours
- Key techniques for building a compelling case for executive action
  - Identifying the chains of executive pain
  - Building a corresponding benefits map

- Creating a winning business case
- Knowledge of common customer objections and how to handle them
- Experience of using these techniques in realistic business scenarios

**Course overview**

- The fantastic opportunity – a snap call on a senior executive
- Consultative selling with *PROUD OSCAR™*
- The CxO's chains of pain
- Building the benefits map
- Using success stories to build credibility
- Creating a business case for executive action
- Negotiating access to power
- Planning and executing the executive sales call

The course includes substantial hands-on case study material and also allows delegates to role-play some of the more common moments-of-truth in executive selling including the “let’s cut to the chase” trap.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £695+VAT