

Engaging with Exec's (EWE) is a highly interactive 2-day program that enables Sales and Account Teams to sell effectively in the 'New World'. A world where truly understanding the customers perceived and unperceived needs are paramount and differentiation is based on *value* rather than *price*.

This is an advanced selling skills program that provides the participants with the tools and techniques to enable them to be comfortable, confident and credible with senior executives within their customers. They will role play tailored group scenarios that follow the stages in the call cycle. They will receive constant feedback as they progress through the program.

Who should attend?

EWE is for anyone who has a need to meet with managers and executives within their customers. This program is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable for all Sales Professionals, Sales Managers, Channel Managers and Pre-Sales Consultants.

Program Outline

- Selling to Senior Executives
- Stages in the Call Cycle:
 - Preparing for the Call
 - Gaining Access to the Key People
 - Early Stages of the Call
 - Exploring the Customers Needs
 - Understanding how they Make Decisions
 - Next Steps and Post Call Engagement

Business Benefits

The business benefits of *Engaging with Exec's* are to:

- Increase revenue through being more effective at working with the senior executives and decision makers in their clients.
- Increase the size of deals through having the ability to unearth the *real* needs and be able to align the right solutions.
- Increase win-chance through improved qualification of opportunities and more effective management of the opportunity.
- Improved capability to execute Account and Opportunity Plans
- Increase customer satisfaction and ultimately retention. through having greater knowledge of the customers business and their key focus areas.
- Shorten sales cycle by talking to the right people, about the right issues at the right time.



A fresh
perspective
on YOUR
performance