



# EXECUTIVE FOCUS

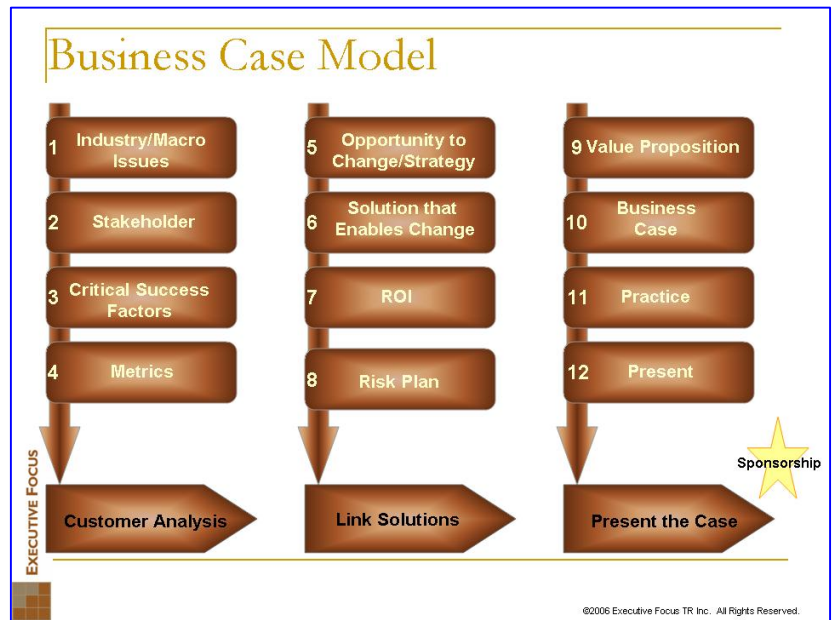
## BUILDING THE BUSINESS CASE™ SELLING EXECUTION EXCELLENCE

Imagine the impact of your account managers having the management consulting skills and insights of an experienced CFO on their sales team? This workshop provides the participant with these skills and resources. An experienced CFO will coach participants through a systematic approach designed to provide executive decisions makers with the credible and impacting information they need to accelerate the decision making process. This workshop is about adapting one's language and approach to align with the language and specific requirements of the Executive Business Decisions Maker.

To confidently obtain access and gain executive sponsorship with financial and other executives, the learning objectives of this workshop include:

- Strategic linking of your products and solutions to the executive's critical success factors and business issues
- Developing a credible and defensible value proposition
- Delivering an executive focused business case

Focusing on a qualified sales opportunity, the participant will complete a process, which will clearly state the customer's business change, how that change will be enabled, and the financial impact (ROI) of that change. In the end, the participant will have developed a complete business case that is aligned to his or her target customer's executive decision makers.



The purpose of this workshop is to drive business through your pipeline to a positive conclusion by tapping into the executive's decision making criteria. In order to achieve this, **the ideal scenario** would be to limit the participation to three complete account teams and their management. Each account team will be required to identify the opportunity that we will focus on during the workshop and perform a pre-work assignment. We are, however, flexible and can adapt our approach to meet our clients' specific needs.

Audience: Account Managers and extended account teams  
 Prerequisites: Financial Building Blocks or equivalent (assessment required), Sales Methodology  
 Duration: 2.5 days, Instructor Led  
 Class Size: 15 to 20 participants