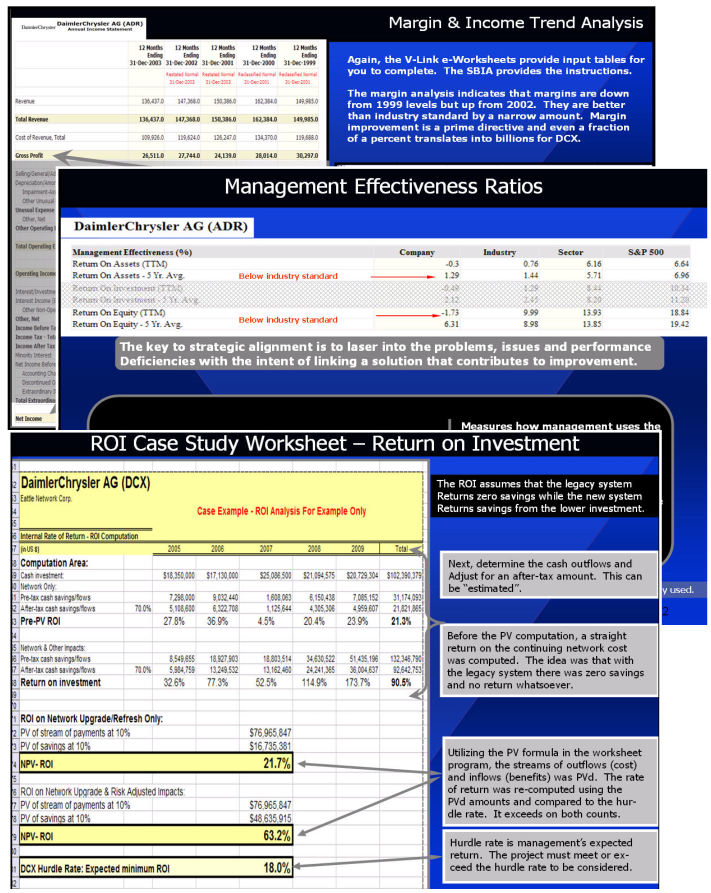
EXECUTIVE FOCUS

Selling to the Executive Decision Maker™
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. Participants will be provided an approach to increase the number of significant transaction opportunties in their current and future sales pipeline and accelerate closing those transactions.

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

- Learning the language of the executive.
- Developing an aligned value proposition and business case.
- Mastering executive interaction.



Selling to the Executive Decision Maker™ focuses upon specific sales opportunities in target accounts. The participant will complete a workbook, 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 presentation that is aligned to his or her target customer's executive decision makers.

In order to help the participant achieve the greatest benefit from the workshop, Executive Focus provides:

- Pre-workshop: account-specific research.
- Workshop: business case development and executive interaction role-plays.
- Post-workshop: participants will have virtual access to the program leader for a period of 30 days following the workshop to validate appropriateness of opportunity-specific business case and executive sponsorship strategy.

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 managers. 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 Acumen, Sales Methodology

Canada – USA - Australia – Singapore
Contact: +1 514 783 1401