



## **HOW TO SELL AT 'C' LEVEL**

### **Who is this program for?**

“How to sell at ‘C’ Level” is designed for sales leaders and sales teams who sell high value B2B products and services and who:

- ✓ Want to sell at a higher level in their target accounts
- ✓ Want to be more effective in selling at executive level

It's relevant where the lifetime value of a new customer is six figures or more and for companies that wish to expand their sales into new areas within existing large customers.

### **Why do we need to sell at 'C' Level?**

Many studies show one of the key reasons for losing sales is lack of engagement at executive level. Trinity Perspectives, an organization that specializes in win-loss reviews, lists it as one of the top three reasons for lost sales.

Senior and ‘C’ Level executives are directly involved in the two most critical phases of a high value and/or complex sale – at the beginning, when initiating the buying process and at the end when approving the recommended solution.

At the beginning they set strategy, identify needs, determine the priority of those needs, set budgets, agree on timeframes and possess intrinsic authority. At the end they make the final go/no go decision and can change or countermand a recommendation.

During the process they can remove obstacles, assist with access, clarify their strategy and core business objectives. Sales teams winning the confidence of the ‘C’ suite have better access, more relevant information and have a much higher chance of winning the business.

### **How will this program help?**

This program enables sales leaders and teams to understand what senior executives care about; to schedule more initial meetings with senior executives; to prepare for and conduct these initial meetings to ensure they are a success; to follow up effectively after the meetings and to retain access to senior executives throughout the buying process.

### **Why is this program needed?**

Selling to “Decision Makers” and “Approvers” is a crucial to win new, high value customers. Those people are very busy by virtue of their role and importance. They are overwhelmed with concerns from their shareholders, board, immediate manager, peers, direct reports, employees, products and services, customers, sales targets and existing suppliers.

They are also continually targeted by anyone who wants to sell them anything, via email, LinkedIn, the telephone, “social selling”, webinars, podcasts, video etc.. It is difficult for them to know who can help them and who can't and it is increasingly difficult for sales people to stand out from the crowd and schedule initial meetings.

Many sales people are intimidated by dealing with senior executives and over 50% of senior executives say sales people are under prepared and don't offer them any value or insights.

Gaining 'C' level access is critical in winning sales. Being seen to be credible and to add value and insight once you get access is equally critical. This program helps you do both.

### **Program objectives**

As a result of this program sales leaders and their teams will be able to:

- ✓ Identify characteristics of ideal prospects with potential to justify selling at 'C' level
- ✓ Identify the specific companies to approach
- ✓ Identify hierarchy of roles (for example, CEO, then COO, then Head of Ops)
- ✓ Identify specific individuals in each target company
- ✓ Develop a compelling message to increase chances of scheduling an initial meeting
- ✓ Modify the message to address the specific priorities of each company and individual
- ✓ Ensure each executive receives and pays attention to the message
- ✓ Understand what 'C' level executives do and don't care about
- ✓ Schedule 200% to 400% more meetings at 'C' level
- ✓ Prepare effectively for 'C' level meetings
- ✓ Be seen as an equal and a subject matter expert who offers value and insight
- ✓ Conduct successful meetings, achieve sales objectives and move to the next phase
- ✓ Effectively follow up successful 'C' level meetings and maintain momentum
- ✓ Create a pathway back to the 'C' level during a complex buying process
- ✓ Sell more to companies that have a genuine need for your offering
- ✓ Qualify out quicker in situations where you have no realistic chance of making a sale
- ✓ Nurture companies with a requirement where it isn't yet their priority but it will be
- ✓ Sell a lot more with less effort

### **Program Structure**

This program is structured as follows:

1. **Pre workshop discovery and customization**  
Interview management and participants to help them prepare, to understand them, their prospects, customers, processes and offerings and to customize the workshop
2. **Initial workshop**  
Normally one day, consisting of presentations, discussions, videos, exercises and strategic planning using existing prospects
3. **Individual coaching between workshops**  
Embed training, answer questions and assist with achieving agreed objectives
4. **Follow up workshop**  
Review achievements, discuss matters arising, answer questions and plan next steps
5. (Optional) **Ongoing coaching** for the sales leader and/or individual participants.

### **Delivery Options:**

This program can be delivered face to face in two one-day sessions plus preparation, coaching and follow up.

It can also be delivered online in four half day or eight two-hour sessions, again with preparation, coaching and follow up.

Call me or drop me an email to arrange a time for us to catch up

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