

SELLING TO KEY EXECUTIVES™

CURRICULUM OVERVIEW

Today it's more complicated than ever to reach leadership. The usual protections provided by gatekeepers are still there—but today's corporate buyers have even more layers of influencers and other stakeholders in the buying process. Getting access to senior executives, the ones who control budgets or have authority is critical to closing big deals faster.

To access and achieve successful outcomes when selling at the highest level, sales professionals must be relevant, bring fresh insights, and speak the language of the C-Suite. Selling to Key Executives helps sales professionals change their approach from being product-centric to focusing on strategic issues—and what senior executives care about.

Program Benefits:

- Change their mindset from “vendor” to trusted advisor/strategic partner
- Gain access to hard-to-reach senior executives
- Identify problems C-level executives care about
- Leverage three strategies to gain access
- Prepare an executive-level sales presentation
- Create an action plan to apply skills to their own accounts

Best for:

- Sales Professionals
- Account Executives
- Account Managers
- Inside Sales Representatives
- Other professionals with sales responsibilities

Workshop Length:

- Two days onsite or five 2-hour VILT sessions

Delivery Options



Instructor-Led Training



Virtual Instructor-Led Training



Digital Blended Learning

Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.



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Lesson 1

What Key Executives value

- Identify when it is appropriate to meet with Key Executives
- Diagnose your alignment with a current account/opportunity
- Access your current relationship with account stakeholders
- Understand what Key Executives value most from sales professionals

Lesson 2

Research

- Use the RAMP model to organize your approach when selling to Key Executives
- Research Key Executives to increase your credibility and personal connection with them
- Map the Key Players in an account
- Develop a customer coach to help you navigate the customer organization

Lesson 3

Access

- Leverage existing and new relationships to gain access to Key Executives
- Create a compelling reason to meet
- Provide business insights that offer value to the KE
- Develop engaging emails to get appointments with Key Executives

Lesson 4

Meet

- Develop a Key Executive-focused meeting objective.
- Plan and conduct focused meetings that provide value to Key Executives
- Build rapport and credibility with Key Executive
- Ask strategic questions to uncover the Key Executive's strategic goals

Lesson 5

Propose and Follow Up

- Demonstrate the positive IMPACTs of your solution
- Create a value presentation for a Key Executive
- Manage potential challenges and objections
- Develop an Action Plan to implement new skills, strategies, and tools with your accounts



WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,
Global Tech Client



They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,
Director of Sales Development, ABM

A complete sales training system

Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

Our comprehensive approach includes:



Consultation

Committed to understanding your business goals first.



Customization

So the training is highly relevant for real-work challenges.



Reinforcement

Ongoing reinforcement to make new habits stick.



Experiential Training

Because participants learn best by doing.



Measurement

Assess the impact of the training program.

When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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