Presentations for Sales Meetings and Client Conferences

1. Selling at the Executive Level

This session includes an overview of several innovative studies conducted with CXO-level executives that describes their relationships with professional salespeople and explores:

- When and why senior executives get involved in the decision-making process for major purchases
- The most effective ways for salespeople to access senior executives in the client organization
- How salespeople establish trust and credibility with client executives
- What salespeople have to demonstrate in business meetings with executives to be perceived as business consultants and trusted advisors
- How professional salespeople earn return access to senior executives

Learning Objectives

The session focuses on the specific actions that salespeople should take to be able to:

- Select the relevant executive to call on for specific sales opportunities
- Develop the best approach for the initial call on that executive
- Determine how to become perceived as a trusted advisor to the executive, thereby securing return access
- Describe and communicate value to the executive on an on-going basis, using the client's metrics

2. Establishing Credibility with Client Executives and Becoming a Trusted Advisor

This session includes an overview of innovative research conducted with CXO-level executives that describes:

- The overall traits that salespeople have to consistently demonstrate with senior executives to establish trust and credibility with them
- What has to be demonstrated in business meetings with executives to become perceived as business consultants and *trusted advisors*
- How CXO-level executives perceive salespeople at four levels of business relationship
- How sales professionals earn return access to senior executives

Learning Objectives

The session focuses on the specific actions that salespeople should take to be able to:

- Expand executive-level relationships in the client organization, beyond existing levels and functional areas
- Research the client organization at three levels of learning; namely, the client's industry, the client's company and the specific client executive
- Describe and communicate value to the executive on an on-going basis, using the client's metrics
- Become perceived as a *trusted advisor* to the executive, thereby securing return access

Presentations for Sales Meetings and Client Conferences

3. Effectively Assessing Sales Opportunities

This session discusses how to effectively assess sales opportunities, using a structured methodology that provides value to the salesperson, as well as the company. The methodology described in this session clearly represents the next generation in opportunity management, utilizing an easy-to-use but sophisticated tool developed on a platform that is widely available.

Learning Objectives

The session focuses on the specific actions that salespeople should take to:

- Effectively and efficiently qualify their sales opportunities from a business, political and competitive perspective
- Utilize concepts of influence and power to leverage relationships with key executives in the client organization that can help them win the deal
- Select a competitive sales strategy that enables them to aggressively compete for each opportunity they pursue and identify the opportunities from which they should disengage
- Communicate the status of each sales opportunity to others in their own organization

Presenter/Contact Information:

Steve Bistritz
Phone: (404) 256-1801
Email: steveb@sellxl.com
Web Site: www.sellxl.com