

## Build Your Executive Credibility

*Selling at the Executive Level* is a one-day workshop that helps professional salespeople create, maintain and leverage relationships at executive levels in health care organizations.

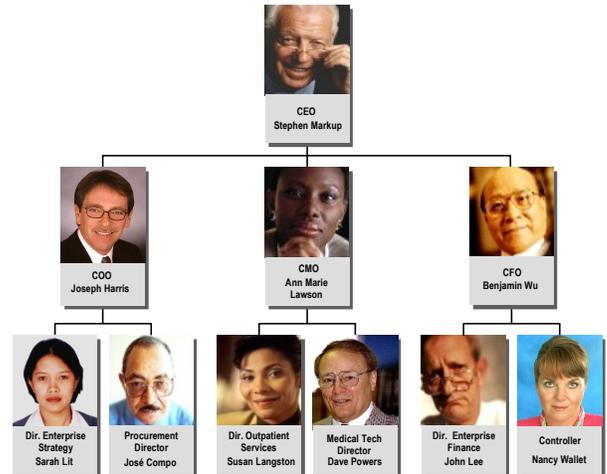
Based on findings from research with executives in each global region, SellXL makes a unique contribution to the sales profession that is empirically accurate and culturally sound.

### Learn how to...

**Target the Right Executive** by determining which key executive is most impacted by the buying decision. Learn to identify the difference between formal and informal power, why client satisfaction is not a reliable indicator of client loyalty, and how to connect to the executive value chain.

**Focus Your Approach** to executives by using the methods they report as most likely to result in a meeting being granted. Learn the best time in the buying cycle to meet with senior executives, how to handle the gatekeepers, avoid roadblocks, and what to do when you're sent down to lower levels.

**Establish and Enhance the Relationship** by thoroughly analyzing the executive's key business issues. Follow the executive thought process to identify how external forces drive internal initiatives. Research the executive, the company and their industry using the *Guide to Client Discovery*, a concise tool to help you harness the power of the Web. Learn how to communicate and get credit for your insight, and occupy the intersection of integrity and capability.



*Ethically leverage internal sponsors to help you gain access and credibility with key executives.*

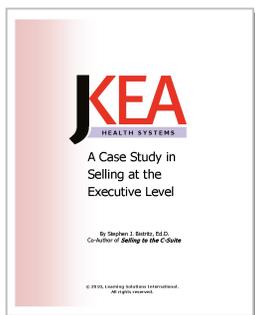
**Create and Articulate Your Value** by helping executives see their business through a new set of eyes. Construct a value proposition that's meaningful to executives and sets clear implementation expectations. Learn how to communicate your value to client executives, thereby ensuring return access to them.

### Who

SellXL is designed for professional salespeople, account and relationship managers who need to effectively leverage their executive-level contacts.

### How

SellXL is delivered in one day by an experienced facilitator with prior business-to-business sales experience. Participants prepare for the workshop by reading and reviewing the *JKEA Health Systems* case study, which is then used as the basis for workshop activities.



*Learning is supported by a compelling business case about a major health care organization, how its market positioning is driving new initiatives, and the competing agendas behind the scenes.*

*Participants can then apply the process to real client situations.*

### About the Research

The concepts and models in SellXL™ are based on the results of interviews and surveys with executives to learn what it takes for salespeople to stand out from a sea of look-alike competitors.

Original research was conducted over multiple years by Stephen J. Bistriz, Ed. D., with the assistance of Hewlett-Packard, the Kenan Flagler Business School of the University of North Carolina, Target Marketing Systems, Inc., and the Center for Business and Industrial Marketing at Georgia State University.