



# Selling to the C-suite

Customers in the C-Suite are extremely busy, possess their own unique style of making buying decisions and can be daunting to sell to. There are distinct advantages and benefits in selling to this population if you know how. Your sales approach must be right to gain access, close the deal and be seen as a trusted adviser.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

## Key course elements

### The C-Suite

- Understand their world, the pressures they face and what is important to them

### Gaining Access

- Tips, tools and techniques for gaining access to the C-Suite
- When do they become involved in the buying process?

### Establishing Credibility

- Thinking, acting and communicating at the right level
- Becoming a 'Trusted Adviser'

### Creating Value

- The four degrees of value and those that are a focus for the C-Suite
- Talking their language

## Participants will learn to...

- Walk in the shoes of the C-Suite executives by understanding their world
- Access the C-Suite through a top down and/or a bottom up approach
- Leverage the relationship throughout their buying process
- Increase their credibility, confidence and influence to become a 'Trusted Adviser'
- Sell the right value, to the right people in the right way