



Taught by a large company CFO!

PROGRAM: FINANCIAL ACUMEN FOR SELLING TO EXECUTIVES

Learn the financial terms used by C-level Executives, how to identify opportunities, how to have a **financial conversation** and how to articulate the financial value of your proposals – establishing credibility and differentiating yourself from your competitors.

1-DAY INTERACTIVE WORKSHOP

In this workshop you will develop financial acumen and be comfortable articulating the financial value and ROI of your proposals.

TARGET PARTICIPANTS

Enterprise and Global Account Sales Teams and Support.

OBJECTIVES

- Familiarize your sales teams with financial impact and terms to help them gain confidence and competency in having financial conversations with Executives
- Understand and interpret key financial statements to be able to communicate the impact of your solutions on these statements
- Uncover opportunities by analyzing financial statements and identifying client pain points
- Understand how executives prioritize investments and how to position your company's proposals higher on the priority list
- Learn how to articulate and calculate the ROI of your company's solutions

WHAT MAKES US DIFFERENT

Our workshops are conducted exclusively by a CFO who has had the responsibility for investment decision making at large corporations, similar to the Client Executives your sales teams will face. Each workshop is customized for your company, its solutions, and its target clients. We work strictly on real proposals and live deals.

We are proud to count among our references clients such as SAP, ServiceNow, Dell Technologies, CISCO, Accenture, NetApp, PTC, Nespresso and Bain & Co. among others.

Jacques Sciammas, President

Jacques has held the roles of CFO and COO for several global corporations including Charles Schwab, McGraw-Hill, Standard & Poor's and TWA where he was responsible for making executive buying decisions over the last 20 years. He has conducted over 400 workshops and keynotes throughout the Americas, EMEA and APAC. B.A. Bowdoin College; Harvard Executive MBA.



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