



Taught by a large company CFO!

PROGRAM: GAINING ACCESS TO THE C-SUITE

You'll learn how to get your foot in the door with any C-level Executive. You'll discover how to identify the right Executives to speak or write to, what to say to get them interested to listen to you and meet with you. Real practice with a real CFO on your real accounts.

1-DAY INTERACTIVE WORKSHOP

This 1-day workshop focuses specifically on how sales teams can gain access to the C-Suite. We all know that accessing a senior-level executive has become incredibly challenging. This applies whether it is a new prospect or an existing account. Not only do we cover best practices today to help sales teams get into the C-Suite door, but we apply these best practices on real opportunities! Real life success stories as well as failures are discussed by the training CFO who received thousands and thousands of solicitations for meetings. What worked, what didn't and why?

TARGET PARTICIPANTS

Global and Enterprise Account sales teams.

KEY LEARNINGS

- Overview of best techniques and fundamentals to access the C-Suite
- How to navigate corporate hierarchies, and how to manage gatekeepers to secure meetings with CXOs
- How to conduct the proper due diligence necessary for initial contact with the C-Suite
- Participants will bring live accounts and/or hot prospects to the workshop. Role playing will be put into action and participants will practice through emails and phone calls to the Training CFO. Feedback is continuous and key takeaways are provided

WHAT MAKES US DIFFERENT

Our workshops are conducted exclusively by an Executive who has had the responsibility for investment decision making at large corporations, similar to the Client Executives your sales teams will face.

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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