



*Taught by a large company CFO!*

## PROGRAM: MASTERING MEETINGS WITH YOUR CLIENT'S VARIOUS CXOS

With the executive buying decision becoming more and more collaborative, to win strategic deals, you'll need to convince a variety of C-Level Executives of the value of your proposal to each one of them. Different Executives have different roles and goals, and you'll need to know how to speak their language and target their interests. Same proposal-different conversations.

### 1-DAY INTERACTIVE WORKSHOP

In this workshop, you will learn how to successfully interact with the following Client CXOs:

- Chief Executive Officer
- Chief Financial Officer
- Chief Operating Officer
- Chief Digital Officer
- Chief Information Officer / Chief Technology Officer
- Chief Marketing Officer

### TARGET PARTICIPANTS

Enterprise and Global Account Sales leadership and Teams.

### OBJECTIVES

- Know the roles and responsibilities of the different Client Executives deciding on or influencing your proposals
- Understand the KPIs of the various CXOs
- Learn to speak the language of the various CXOs
- Establish rapport with the various CXOs

### 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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