



*Taught by a large company CFO!*

## PROGRAM: NEW HIRE AND ONBOARDING PROGRAM

Whether for early in career sales recruits or experienced Key Account Managers, obtain the Executive Buyer's perspective early on to establish a strong Selling to Executives foundation. Practical exercises and role plays by a CFO.

### 1-DAY INTERACTIVE WORKSHOP

This 1-day session provides new employees with a quick yet comprehensive foundation of best practices for Selling to Executives.

### TARGET PARTICIPANTS

New sales recruits to the organization.

### OBJECTIVES

- Learn the research and preparation required for CXO access and interaction
- Know how to map the various company solutions and services to Client needs
- Understand the various roles and responsibilities and KPIs of the various CXOs
- Obtain the financial acumen necessary for C-level conversations with the C-Suite
- Be able to develop a financial justification and ROI of your proposals

### 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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