



Taught by a large company CFO!

PROGRAM: PRESENTING YOUR VALUE PROPOSITION TO THE CFO

You'll present your proposal in front of a real CFO **before** you meet with the actual Client Executives. The training CFO will have studied your account and Client CXOs in advance and provide you with feedback on what the C-Suite is looking for, and how to greatly improve your proposal. An invaluable practice before the real thing!

1-DAY INTERACTIVE WORKSHOP

You will present your value proposition to a real CFO and get direct feedback on what works, what doesn't and how to build a very convincing value proposition. Training CFO will study the clients' accounts in advance of the session to accurately represent the Client's Executive decision-making criteria.

TARGET PARTICIPANTS

Enterprise and Global Account Sales Teams and Support.

OBJECTIVES

- Know what CFOs and other Executives look for in a value proposition
- How to demonstrate the operational and financial benefits of your proposal
- The 4 things you **MUST** include in any value proposition
- How to respond to and anticipate the difficult questions from the client CXOs
- Practice and improve your value proposition with a real CFO prior to meeting with the real Client 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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