



Taught by a large company CFO!

PROGRAM: SELLING TO C-SUITE EXECUTIVES

The Executive buyer's perspective

You'll learn from a large company CFO how to access, engage with, and learn the specific needs of C-level Executives to win deals. You'll discover what motivates them, what they're looking for in a vendor, and how to position your solutions as the best option for their business. This proven sales training will skyrocket your close rate.

KEYNOTES, 1-DAY AND 2-DAY INTERACTIVE SESSIONS

Allows your B2B strategic sales teams to practice selling your Company's solutions and services to CXOs (CEO, COO, CFO, CMO, CDO, CIO, CTO and Heads of BUs) in front of a large company CFO who was responsible for making the buying decisions, similar to those Executives your sales teams will encounter. Working exclusively on existing client accounts and your company solutions, participants will learn how to develop powerful value propositions that convince the client to invest, and invest with you!

TARGET PARTICIPANTS

Global and Enterprise Account Sales Teams and Support.

OBJECTIVES

- Learn the best proven methods to gain access to Client Executives
- Understand the different CXO roles and be able to relate and speak their language
- Learn how Executives prioritize investments and their criteria for selection of vendors
- Understand the customer's business and know how to link your proposals to customer's needs
- Understand and interpret the Client's financials and key metrics to create demand and win deals
- Demonstrate the financial impact and ROI of your proposals
- Develop compelling value propositions, differentiated from competitors

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. 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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