

TQPQ Series

Selling Value to Executives

Course Description

Year in and year out sales professionals invest their time and the organizations money along with leveraging high priced resources in sales pursuits, but walk away with “no fruit” for their labor. This percentage varies from company to company but on average the percentage of opportunities pursued and not closed is well over fifty percent! Extensive studies have proven this excessively high percentage is due to lack of qualification and not selling the proper value to the right people. If you are not starting your sales pursuits at the highest levels in the organization, your qualification process is suspect at best. Too many times sales professionals employ a bottom up sales approach vs. the top down approach that has proven to be more effective. The best sales skills, or sales approach, not even the TQPQ approach, is effective if applied to the wrong people. As economic conditions become more challenging sales people have to improve their approach and really focus on the value they can offer decision makers.

Selling Value to Executives TM class is a 1 day course that will give your team the training they need. Have you ever stopped and asked yourself why your team doesn't start their selling efforts at the top? Wonder why the close to pursuit sales ratio is so low? This course will push your team out of their comfort zones and give them the skills they desperately need to sell at the highest levels of the organization. They will stand toe-to-toe with “C” level executives and offer them the value they are looking for. In today's competitive and challenging business environment decision makers need personal and professional value. Let's make sure your team can deliver this early and consistently in their sales engagements.

First Contact

Part 1 sets the foundation for a “top-down” sales approach that will ensure improved results. In this section the team learns the different levels of selling relationships and how each level will impact their selling efforts. We discuss in detail the steps to indentify, contact and meet with the real decision makers. In part one we talk about making the first contact and how to make it at the top. This is an interactive session discussing why the team doesn't call the highest level decision maker as the first action in any sales pursuit. Of course, we then go over the pros of the first contact being at the top and any perceived cons or hesitations the team is encumbered with.

The OZ Syndrome

Too many times sales people allow themselves to be put in subservient positions with decision makers. Someone other than the decision maker dictates every aspect of the sales cycle and then tells the sales person who to sell to! Following the “yellow brick road” is fine as long as it leads to the “Emerald City”. Too often the road sales people are on leads to a dead end street. The team

needs to be confronted with the OZ Syndrome that in many cases is impeding their results. The great and powerful OZ is the only person that truly has the map to “Emerald City”. Your team needs that map for every sales opportunity they pursue.

Value Selling

Value is the only thing senior executives are interested in. Different executives value different things. We discuss different levels of value and how to assess each individual we are working with. Many times sales professionals get sucked into the “black hole” by pursuing less than qualified opportunities. There is a gravitational pressure to fill up their pipelines and other potential outside influences tempting them to enter a sales cycle at any level and then try to work their way out of the hole to the top. Many times the gravity is too strong and they never get out of the black hole of unproductive sales cycles. This is the opposite strategy you want your team to engage in. We discuss how to build personal and professional value so a natural gravitational pull is developed that will lead to the revenues you want and need. Being able to recite your value proposition and regurgitate it to senior executives will not offer them the information they need. It will not differentiate your team in any way and give them the competitive advantage they should have. People buy because they feel understood not because they understand. Decision makers need to be clearly understood first and then they will be open to accept the value of what your team has to offer.

Empowerment

The team needs to understand they are empowered to sell at the top. More than that they are expected to sell to the decision maker and display the value they are looking for. Eleanor Roosevelt is quoted as saying, **“No one can make you feel inferior without your consent.”** Your team possesses unique knowledge that decision makers need and want. They learn how to apply their empowered status and leverage it to sales success. Many times sales professionals understand they are empowered in some form, but don’t understand how to leverage it to get the results they want. We’ll change that in this section.

Executive Meetings

Great opportunities have been won or lost depending on how executive meetings were conducted. Your team has done everything right up to this point, so we want to make sure all the steps are covered to generate the end result you want. There are also times when it is prudent to arrange meetings for your organizations senior executives to meet with the client/prospects senior executives. These meetings are critical and everyone must receive a good return on the relationship capital that is exchanged. In this section we offer a ten step program with all the details that should be applied for executive to executive selling. If you don’t have repeatable and consistent process for this along with the criteria for these meetings, you will after this course.