VISUALIZE™

Executive Access

Workshop Overview

We all know the benefits of calling higher: shorter sales cycles, larger deal sizes, and stronger partnership relationships. But the “know how” and the confidence to do it are missing in most sales people. The one-day Executive Access course delivers this skill set. ValueVision presents a proven process that will differentiate your sales team as high-level business consultants. This course focuses on gaining access to the true decision maker. It leverages the ValueSelling process to get the appointment or introduction, become more effective during the meeting, communicate in that executive’s own terminology, develop his or her motivation to get involved, establish executive-level credibility, and maintain access throughout the sales cycle.

Do you face the following challenges?

- Identifying and articulating your unique capabilities
- Difficulty marketing your unique strengths
- Achieving premium pricing
- Linking your differentiators to customer buying needs
- Entering new market segments

Who should attend:

Sales Representatives, Sales Managers, Senior Management

Prerequisites:

ValueSelling Course

Course structure:

The Executive Access course consists of five core modules:

- Attention Deficit Disorder – Learn proven techniques to get the attention of the decision maker and how to get the appointment at the top
- ValueSelling Process – Learn how to target the ValuePrompter™, which links your customer’s business requirements to your unique capabilities
- Application – Apply the process with a case study customized for the audience
- Maintaining Access – Leverage your action plan to verify the decision to invest in your solution and to maintain your access to the high-level sale
- Implementation – Practical implementation and reinforcement activities, such as goal setting, account targeting, measurement, and feedback

How you’ll benefit:

- Call effectively at senior management levels in your customer’s organization
- Motivate your executive prospects to elevate your solution to the top of their agenda
- Drive the sales cycle rather than respond to the buying cycle
- Decrease the percentage of “no-decisions” that consume 40% of most selling cycles

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