VISUALIZE™

Executive Speak

Workshop Overview

Every sales professional wants to be considered a trusted advisor. To do so, a rep needs to understand the executive-level drivers. They must speak the language of business—the language of finance. It's easy with Executive Speak. Building off the globally proven ValueSelling Framework® sales methodology, the Executive Speak blended learning program includes an interactive eLearning module, instructor-led workshop, and unique prospect profile building tool that automatically populates a ValuePrompter®, which provides a roadmap for a conversational questioning process. Increase business acumen, sales rep confidence, and access to the corner office with Executive Speak.

Prepare for business conversations with executives:

A rep gets one shot. Make sure they show up with insightful questions that engage an executive in a value-added conversation. Executive Speak™ develops business acumen, giving sales reps the confidence and competence to sell to executives and managers, creating more opportunities, and generating more revenue.

Executive Speak highlights:

- Gain access to executive decision-makers
- Easily interpret key business terms and financial reports
- Minimize time wasted on unproductive research
- Quickly create insightful company and executive profiles that maximize each interaction
- Engage in consultative business discussions

Executive Speak addresses the challenges of:

- Lack of business acumen
- Making sense of financial metrics to drive relevant conversations
- The need to sell higher
- Spending too much time not selling
- Being reluctant to make the call

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