VISUALIZE™

eExecutive ValueSelling

Workshop Overview

In order to effectively sell to executives, we need to understand our prospective client's business and industry, any issues affecting that industry, and the language they use in their business. Salespeople do not need to become financial analysts to be effective. Basic knowledge, skills, and tools to identify opportunities are enough to get started.

The eExecutive ValueSelling™ online course prepares the sales executive for a business conversation with all levels of executives and managers in an organization, especially the top decision-maker. This self-paced, four-hour course helps sales executives build a base of business acumen to provide the knowledge and confidence needed to successfully approach senior business executives and engage in a business-level conversation. The ValueSelling Framework® is introduced as the structure for planning and executing a call with a senior executive.

A major part of the eExecutive ValueSelling course is learning how to be effective at company and industry research. Participants will be led through this process by a tool called the Business Research Guide™ (BRG). Even after the course, the BRG will be a useful research tool to gather information about actual customers.

eExecutive ValueSelling students will:

- Begin to develop confidence in conducting a business-level conversation
- Improve business acumen and leverage that knowledge in an effective sales call
- Move to a new level of selling by being able to apply this process for consistent access to executives

Based on the ValueSelling Framework®, this course covers the following areas:

- ValueSelling Framework – Learn the fundamental principles to motivate people to buy
- Corporate Organizational Structure – Understand the organizational structure of a typical corporation
- Company Research – Locate company and non-company resources for your research
- Industry Research – Use industry resources to answer specific questions about your prospects' company and industry
- Financial Research – Identify specific key elements of a company's financial information
- Business Vocabulary – Develop a basic business vocabulary and learn to analyze financial reports
- Executive-Level Selling – Learn to sustain a business-level conversation that includes establishing a link between the analysis of your prospect's business and the business value your products deliver

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