



## Mastering the CxO Discussion

### Workshop Overview

Laser focusing the ValueSelling Framework on CxO level engagement and conversations to elevate teams' understanding on how the Framework can and should become part of the sales execution in all levels of conversations. Including a veteran 30 year CIO in the workshop gives teams an opportunity in a safe environment to execute, refine and elevate their skills. It provides teams an opportunity to ask questions of the CIO to learn how they and other CxO executives think and make decisions. Finally, this environment reconnects how the ValueSelling Framework is used for research, establishing credibility, executing high level sales conversations, inserting unique differentiation, improving mutual planning and ultimately qualifying opportunities.

### Key focus areas include:

- Understanding the top CxO issues and motivators
  - Skills practices on 30 year veteran CIO
  - How to research information before engaging with your specific CxO
  - Establishing credibility within 90 seconds
  - How to connect your company's top differentiators to solving problems the CxO specifically agrees they have (versus telling/pitching)
  - How to monetize these differentiated problems
  - How to ensure your CxO views you as a trusted consultant and wants to stay connected with you (subsequent regular meetings are their idea...)
  - How to improve follow up communications and future meetings with the CxO
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- **Specific deliverables immediately following workshop:**
  - Persona specific ValuePrompts created during the workshop reviewed and tuned by Visualize
  - Confidence in knowing you have prepared, executed and sent a meaningful follow up to an official CIO
  - Mutual Plan letter templates
  - Credibility Introductions
  - Persona based ValuePrompts with differentiation probing questions