

Selling to Senior Executives

Introduction

Whether the economy is prospering, or in recession, your sales career can always flourish by focusing on top-down selling. Learn how gaining access to—and forging long-term relationships with—the top decision-makers helps you save valuable time, shorten your sales cycle, generate bigger revenues and ensure future business. This seminar gives you a thorough understanding of the executive perspective and a whole new strategic and tactical approach to help you sell successfully to presidents, CEOs, COOs, CFOs and other executives.

This course has been especially put together to discuss the essential aspects of leadership for the Senior Management and to provide a chance for the participants to explore and discuss openly the various aspects of leadership in the context of Malaysia and its diverse culture.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Understand what drives executive buying decisions.
- What makes them buy and the processes involved.
- Acquire the confidence and skills to sell effectively to senior managers.
- Penetrate gatekeepers and other obstacles to secure appointments with high-level managers. Gatekeepers – Friend or Foe?
- Tailor and deliver presentations to achieve executive buy-in.
- Build trust and credibility at the highest levels of your customer's organization.
- Professional and Personal integrity builders.
- Close sales faster by gaining access to the top decision makers.
- Develop repeat business through strong high-level relationships.

Duration

2 Days

Target Participants

Senior Leaders, Senior Managers, Managers, Senior Executives, Executives, Officer, Administrators, and staff members

*For the complete course content and quotation, please reach out to us at info@irs-training.com or kavitha@irs-training.com.