

## *A process to aid the discovery, evaluation and transmission of value to clients*

As the business environment evolves, so does the need to develop new sales skills. Clients are increasingly demanding, competition fiercer and sales people have to continue to defend the value of their company and products. Executive Connection is designed to help sales people to overcome this pressure, to win in complex competitive situations and to protect business margins in each operation.

Executive Connection is a seminar designed for experienced sales people who need to widen their vision of sales. The goal is to discover the value of the solution for the client, evaluate it in financial and business terms and transmit it to the client's management in a convincing and attractive proposal.

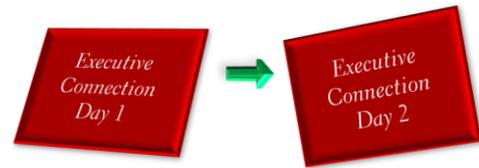
Participants will leave the seminar with a methodology that will help them to:

1. Select clients that are appropriate for the products and services that they sell
2. Identify influential players in the purchase of the solution
3. Obtain an opportunity to meet and maintain a dialogue with the client's executives through a value dialogue
4. Discover the client needs from the point of view of the influential players
5. Design a competitive proposal which will allow them to align with the influential players, justify the costs and defend their added value.

Companies that implement Executive Connection will obtain a clear process that guarantees that the seminar is not an isolated event, and that it will become a fundamental part of the sales culture, facilitating investment decisions and ensuring an adequate return on the time and money invested.

### **Implementation.**

The Executive Connection program consists of working sessions and group applications of the methodology used. Participants acquire knowledge and methodology during the one day seminar. They then apply that knowledge and methodology in the field in their day-to-day work, helped by additional documentation and processes.



### **Program content.**

- 1) **Who is who**
  - a) How to decide the correct person to access within an organisation
  - b) CxO in SME and LE – similarities and differences
  - c) Which “x” should I call on? – CEO, CFO, COO, CIO etc.
- 2) **Preparing the initial call**
  - a) What resources exist and how to use them
    - i) Internet
    - ii) Social media
    - iii) Company Information Providers (Dunn and Bradstreet etc.)
    - iv) Financial press
- 3) **Gaining access**
  - a) Engaging with gatekeepers
  - b) The “one up” approach
- 4) **Driving force**
  - a) What are the typical KPI for CxOs?
  - b) What are the typical personal drivers for CxOs?
- 5) **Getting the second call**
  - a) Getting to meet a CxO once is possible – Getting a second meeting can be impossible if we don't get the first meeting right
- 6) **Adapting your differentiators to CxO needs**
- 7) **ROI**
  - a) Understanding client economics
  - b) How to develop an ROI
- 8) **Presenting to CxO**
  - a) New presentation techniques
  - b) When and how to present
  - c) When not to present
- 9) **Negotiating with CxO**
  - a) Using differentiators
  - b) Behaviours for negotiating with CxO
- 10) **Follow-up**
  - a) Networking and maintaining relationships
- 11) **Implementation** - Establish and agree the following steps to be followed by *Sibelius*' client in order to successfully implement the Executive Connection process and methodology.

### **Instructional methodology.**

The Executive Connection program uses:

- Case studies to ensure a rapid application of the concepts introduced and give value to the work carried out during the seminar.
- Structured work groups and exercises to reinforce the program concepts.
- Verbal and written 'Feedback' from different perspectives to give participants a unusual and valuable perspective of their Executive Connection sales plans.

### **Program delivery.**

The Executive Connection program is designed to be delivered by **Sibelius** instructors.

### **Participant material.**

- Participant workbooks
- Laminated skill guide card
- Executive Connection sales plans
- Participant tent cards
- Practical case study materials
- Diplomas

## **Sibelius Consultoría de Ventas**

**Sibelius Consultoría de Ventas** is a company specialised in the change process of sales organisations. Our clients, using our methodologies, carry out training processes carefully designed to achieve profound changes in their customer relationships. They never stop training... that is why they are successful.

The best coaches analyse their teams, know their strong and weak points, and establish improvement objectives. They elaborate specific action plans, individually and collectively, directed to meet those objectives. They program training sessions to improve strategies and game processes. After each game they analyse closely the plays, individually and as a team and provide advice, coaching and continuous motivation.

In the same way that the best coaches our processes study the entire sales cycle of our customers, together with the buying cycles of their customers, to discover the areas where improvements can be made in sales and in the relationships, achieving a constant improvement both in the sales teams and the results.



The programs which form part of the implementation processes of **Sibelius** are created by multinational companies dedicated to research, development and improvement of sales programs, covering all the needs that companies may have today to sell their products and services.

The effectiveness of **Sibelius'** processes is demonstrated by the results obtained by their clients, clearly superior to those obtained just by giving training courses.

If your company needs to improve sales and customer relationships, do not hesitate to contact us.