

# How to Break Out



## Course Overview

Often we feel we are trapped at the wrong level with no access to decision makers. There are many ways to break out.

We examine the importance of ensuring that you are operating at the correct level within an account and getting access to a higher level or different department from within, if needed. The course is presented as a single unit.

## Duration

15 – 25 minutes

## Learning Outcomes

By the end of the course you will be able to:

- Understand the importance of a briefing document when setting up meetings with senior people
- Understand the factors you need to consider when choosing a senior manager from your own organisation to open doors for you
- Determine the tactics that you can use to gain access to decision makers in your account
- Recognise the importance of breaking out when trapped at the wrong level in an account

## More about the Course

To win big deals, it is essential to get the politics right, to build political clout. Political clout means getting the votes that count. The Political Mapping course frequently points out that we are not talking to the decision makers. The key people are one or two levels higher than our current contacts. The big question is how we can move from our current contacts to the more senior ones. And, in particular, how do we do it without upsetting our day to day contact? After all we still need the lower level contact.

In many sales courses there is a session on breaking in to an account. The problem is often not how to break in. The real problem is how to break out when we are trapped at the wrong level. This course presents a menu of different ways to gain access at a higher level.

These techniques are pulled together from the examples of experienced salespeople.

Some techniques can be implemented by the salesperson alone. Others describe the best ways for a salesperson and his or her managers to manage the contacts.