

How to Give Evidence to Senior Executives



Course Overview

In this course, we examine the power of reference stories and the best way of telling them – the formula. Some people are natural story tellers, others are not. There is a straightforward way to present evidence that the prospect should achieve benefits similar to those already enjoyed by the customer(s) referenced. The course is broken down into three units:

- Unit 1 – Claims, Evidence and Needs
- Unit 2 – Telling Stories
- Unit 3 – The Formula

Duration

60 – 75 minutes

Learning Outcomes

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

- Understand the relationship between claims, evidence and needs.
- Initiate a productive conversation with senior people.
- Translate your services into a language to which senior people relate.
- Use a proven formula to present evidence effectively.
- Present evidence that your organisation has delivered similar products and services to other organisations through auditable reference stories and for instances.
- Ensure that your organisation's strengths are made very clear
- Relate needs and evidence to help close a sale

More about the Course

Reference Examples highlight the sales message in a succinct and interesting way. There are good ways and bad ways of telling a story.

Senior executives, in general, do not want to spend time going to demonstrations and visiting other customers. Yet, they do want to be convinced that the sales professional can deliver on the promises made. They would like this evidence to be given in the meeting directly, not in follow up meetings. So, how can we put the message across succinctly and with interest? The best answer is a good case history or reference story. How we have helped another customer in a similar situation is very convincing. In this course, we examine just two points to improve our story telling technique:

- The first is to add enough colour and detail to the example to give it an audit trail, to ground it in the real world so that the listener feels that he or she could check it out.
- The second technique is a formula for structuring the example. It goes, 'Once upon a time something bad happened... Then we came along and something good happened... And this was the result...!'

There are three steps to the formula:

1. Their problem
2. Our solution
3. Their result

Each step is important:

- When describing their problem we are giving empathy to our prospect.
- When describing our solution we are giving the details of our offering and its implementation.
- When describing their result we are not talking about our success, we are describing our customer's success.

It's a simple formula, but it works.