

How to Sell to Senior Executives



Course Overview

Different levels of management have different interests, in general. It is important that a salesperson should learn to talk at the various levels, and use the appropriate language and terminology. While senior management focus is competitive edge and increased effectiveness, more junior people attend to increased efficiency and cost savings. The sales process is identical but salespeople must adjust their focus and language. The course is broken down into two units:

Unit 1 - The Questioning Pyramid

Unit 2 - Hierarchy of Benefits

Duration

30 – 45 minutes

Learning Outcomes

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

- Understand how to have relevant business conversations with senior people.
- Appreciate the different benefits being sought by different levels of management.
- Understand the differences between interacting with senior and junior managers.
- Phrase questions appropriately for communication at different levels.
- Understand how to sell a product or service effectively at different levels.
- Define the difference between efficiency and effectiveness.

More about the Course

This course examines several ways where we should modify our areas of discussion depending on the level in the hierarchy at which we are talking.

- At the top we talk Policy, "Why do you do it the way you do?"
- In the middle we talk Procedure, "What do you do?"
- At the bottom we talk Practice, "How do you do it?"
- At the top we talk Competitive Edge and Increased Effectiveness.
- Lower down we talk Increased Efficiency and Cost Savings.

So for example, if we talk cost savings at a senior level, will they be interested? If the savings are big enough then of course they will. But in general, if we talk cost saving then senior people will point us to the lowest level executive who controls that particular budget. We explore in depth the critical difference between Increased Efficiency and Increased Effectiveness.

This topic is not well understood. In short, would you prefer an efficient doctor or would you prefer an effective doctor? Identifying those benefits of our product or service that deliver Competitive Edge or Increased Effectiveness allows us to have a relevant conversation at a senior level.