

Selling To The E-Suite™



The no-nonsense process for reaching and engaging with senior executives.

Even the most sophisticated sales professionals find it increasingly difficult to gain access to decision makers and influencers at the highest levels. Old techniques no longer work. Today, access to senior executives in complex organizations demands comprehensive preparation and flawless sales call execution.

The process and methodology for breaking through.

Selling To The E-Suite provides sales professionals with the process and methodology required to call on senior executives in their customer organizations. Sales Professionals learn to:

- Determine the appropriate levels at which executives should be contacted
- Engage sooner with senior executives to speed the sales cycle
- Move from information broker to knowledge broker and consultant
- Become the "go-to guy" senior executives rely on
- Assess the potential impact of a senior executive sales call
- Determine the necessity and advisability of making the call
- Craft unique messages designed to get the appointment when needed
- Learn to move beyond sales to managing the executive meeting

A unique, structured approach.

Based on proven results, **Selling To The E-Suite** goes far beyond tactics and techniques that senior executives easily see through. Participants take advantage of a carefully honed structure for reaching senior executives and performing effectively when in the meeting.

Hands-on, real world tools make all the difference.

Hands-on, real world tools make all the difference. The E-Suite Call Plan Qualifier and Meeting Planner give you the confidence you need to make an effective sales call. Sales professionals come away better knowing what motivates senior executives and how to determine when to make – or not make – a call. This ensures launching every sales campaign at the right time with the right support.

A comfortable fit for any organization.

Selling To The E-Suite provides a plan and tool set that integrate smoothly with any organization's sales process, building on the methodology you've painstakingly developed. You strengthen your team with new ways to move sales relationships forward and more effectively manage key relationships.

What's To Learn

The online course and optional workshop provides real-world processes and tools for qualifying senior executive sales calls and assessing the opportunities and risks of getting to the E-suite. You will develop a sales call plan designed to help you engage effectively with senior executives.

Who Will Benefit

- Account Executives
- Strategic Account Managers
- National Account Managers
- Global Account Managers
- Sales Leaders
- Senior Sales Executives
- Marketing Managers
- Senior Executives

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