



## Selling to the corner office

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### Speak to the concerns of the corner office

Today, more and more selling requires identifying high-level influencers and decision-makers. However, high-level influencers have concerns quite different from the line. Successful strategic and major account selling depends on the sales consultant's ability to identify strategic issues and present long-term solutions to fit the executive's vision. In short, top sales consultants must learn to speak the language of the executive suite.

*"Your seminar not only talked about the challenges of selling to executives, but your actors showed our people the issues involved. Comments after the seminar told us that some minds had been changed."  
Vice President, Sales, Fortune 500 Manufacturer*

### Learning objectives

- Learn to "hear" the strategic perspective
- Identify key concerns that executives need to have addressed
- Understand the motivations of executives and how these are different than for line management
- Develop the skill to translate issues and solutions into strategic and visionary terms

### Program format

This program can be custom-designed for a variety of situations and participants.

### Suitable for

- Meetings
- Training Seminars
- Conventions
- Retreats
- Luncheons