

SellXL™ (Selling at the Executive Level) Workshop

Build Your Executive Credibility

SellXL (Selling at the Executive Level) is a one-day workshop that helps professional salespeople create, maintain and leverage relationships at executive levels in client organizations. Based on findings from research with executives in each global region, SellXL makes a unique contribution to the sales profession that is empirically accurate and culturally sound.

Who Should Attend

Professional salespeople, account and relationship managers who need to effectively leverage their executive-level contacts.

What You Will Learn

In just one intensive day, your team will learn how to communicate your value to client executives, thereby ensuring return access to them, as well as:

- **Target the Right Executive** by determining which key executive is most impacted by the buying decision. Learn to identify the difference between formal and informal power, why client satisfaction is not a reliable indicator of client loyalty, and how to connect to the executive value chain.
- **Focus Your Approach** to executives by using the methods they report as most likely to result in a meeting being granted. Learn the best time in the buying cycle to meet with senior executives, how to handle the gatekeepers, avoid roadblocks, and what to do when you're sent down to lower levels.
- **Establish and Enhance the Relationship** by thoroughly analyzing the executive's key business issues. Follow the executive thought process to identify how external forces drive internal initiatives. Research the executive, the company and their industry using the *Guide to Internet Resources*, a concise tool to help you harness the power of the Web. Learn how to communicate and get credit for your insight, and occupy the intersection of integrity and capability.

How You Will Benefit

SellXL will teach you to create and articulate your value by helping executives see their business through a new set of eyes, resulting in these benefits:

- Becoming a "trusted advisor" in the eyes of your executive prospects
- Earning the right for return access
- Improve forecast accuracy
- Win more profitable business

Learn Through a Compelling Case Study

Participants prepare for the SellXL workshop by reading and reviewing the JKEA International case study, which is then used as the basis for workshop activities. The case study is about a global manufacturer, how its market positioning is driving new corporate initiatives, and the competing agendas behind the scenes. Participants can then apply the process to real client situations.



Excel to the Top!

To learn more about how the SellXL Workshop can help you gain executive access, achieve "trusted advisor" status, and close larger and more profitable deals, Contact Us today!