

MEANING MORE TO CLIENTS™ SERIES

D-SUITE SELLING™

Business Challenge

Since the mid-nineties, sales organizations have been urged to get to the C-suite. Numerous books have been written, but very few success stories have been documented. Why? Because getting to the C-level is rarely necessary. Instead, the target must be the **Accountable Executive** - those with a combination of title, political clout, and an internal network that allows them to initiate projects, cancel projects, intervene in projects, and find funding, both in their own organization and across the enterprise. These individuals are politically connected and have a high achievement motor. To be successful, salespeople must find these individuals by mapping their accounts and aligning to the 5-6 center-of-plate issues these key contacts face. They need show up prepared with ideas on how to move the accountable executive's business forward. Nothing else will matter.

The Focus

D-Suite Selling™ provides salespeople and senior account managers with the tools and strategies to seek out and connect with accountable executives. Participants will learn a different brand of preparation that uncovers the self interests and motivations of these "AEs" while creating crisp messaging that stimulates genuine curiosity. Contact and conversation management strategies are discussed and a live calling clinic helps participants apply what they've learned from their training. The entire program is supported by a case study that allows for organization decision mapping and strategy formulation.

Key Content

- Developing interactive account strategies
- Crafting hypotheses of value for target accounts and accountable executives
- Uncovering true paths of influence and support with Organization Decision Mapping tools
- Creating messaging to secure and open meetings with accountable executives
- Recruiting gatekeepers and assistants and developing referral scripts and entry strategies
- Designing conversations to stimulate dialogue and foster the "second" meeting
- Account planning tools, job aids, and live phone contact to help account managers set objectives, explore needs, and make intelligent recommendations

Outcomes

By participating in **D-Suite Selling™** participants will learn to:

- Map an organization and prepare ideas on how they can help, even before making contact
- Leverage research and preparation to inform messaging and secure the right meetings
- Create the right conversations that validate the prospect and affirm what you've both learned together about where to add value
- Test solutions with your team and with clients to assess fit
- Employ closing strategies that actually enhance the relationship and shorten the sales cycle
- Involve their own organization in high-value pursuits and overall relationship building



WHO WILL BENEFIT

D-Suite Selling™ is ideally suited for senior salespeople and account managers who need to lead and orchestrate complex sales pursuits that demand commitment from those who can readily make decisions and influence other key stakeholders.

DELIVERY

Delivered as a 2-day workshop with 90 days of deal-based reinforcement.

ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Fortune 500.