

## MEANING MORE TO CLIENTS™ SERIES

### SEGUE TO THE CXO™

#### Business Challenge

Getting C-level prospects to give you time and commit to action requires salespeople to connect in a different way. Research shows that most CXOs have 5-6 major priorities that are top of mind at any given time. To be successful, salespeople must find a way to align with those objectives and show up prepared with ideas on how to move the CXO's business forward. Nothing else will matter.

#### The Focus

**Segue to the CXO™** provides salespeople and senior account managers with effective entry strategies to the C-suite. Participants will learn a different brand of preparation that uncovers the self interests and motivations of C-level prospects 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.

#### Key Content

- Developing active research strategies
- Motivational profiles of individual CXOs
- Creating messaging to secure and open CXO meetings
- Recruiting gatekeepers and assistants
- Designing conversations to stimulate dialogue and foster the "second" meeting
- Account planning, job aids, and live phone contact to help salespeople set objectives, explore needs, and make intelligent recommendations

#### Outcomes

By participating in **Segue to the CXO™** anyone needing sponsorship from the C-suite will learn to:

- Overcome the reluctance to call high into organizations
- Leverage research and preparation to get not only the first meeting, but the second
- Craft value statements that show the CXO you can help NOW
- Recruit gatekeepers and assistants to help you mine the organization and gain access



#### WHO WILL BENEFIT

**Segue to the CXO™** is ideally suited for senior salespeople and account managers who need to lead and orchestrate complex sales pursuits that demand commitment from the C-suite.

#### DELIVERY

Delivered as a 1-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 Global 2000.