



## Seven Steps to Confidence in Selling to Executives™

- 1. Continually Develop Your Fluency with the Language of Business.** Learn to communicate with executives using the terminology and vernacular they are familiar with.
  - ✓ Read what executives read
  - ✓ Watch what executives watch
  - ✓ Listen to what executives listen to
  - ✓ Seek out opportunities to associate with executives whenever possible
- 2. Compile an Executive Results Inventory.** Create a matrix of the products and services your company offers and document the business results you can help executives to achieve.
  - ✓ Segment the results you sell by industry or vertical market.
  - ✓ Segment the results you sell by role and/or title.
  - ✓ Turn statements about your capabilities into questions about their business.
- 3. Further Develop Your Own Business Acumen.** Practice the use of “How?” and “Why?” questions to master your understanding of what causes what in business.
  - ✓ Tie your functional capabilities to the achievement of your client’s goals.
  - ✓ Master the use of the Customer Results Map in the diagnostic phase.
  - ✓ Use the “Cause and Effect” of business model in your solution presentations.
- 4. Disregard the Common Myths of Selling to Executives.** There are many misconceptions that keep salespeople from even trying to engage and sell at the executive level. Remember:
  - ✓ Executives are just people . . . who happen to be super busy and carrying huge responsibilities.
  - ✓ If you want to sell past the gatekeeper, sell to the gatekeeper.
  - ✓ Don’t try to impress them. Just explain how you can help them achieve their goals.
- 5. Develop a Professional Approach Pattern for Reaching Executives.** Get organized and create a repeatable system for reaching executives that you believe in and that works for you.
  - ✓ Focus on a few key executives so you’ll have time to do all the research you’ll need.
  - ✓ Leverage every available avenue for networking and executive-level referrals.
  - ✓ Utilize many forms of communication; letter, phone, voicemail, email, fax, etc.
- 6. Craft a Variety of Effective “Elevator Questions.”** Build a repertoire of questions designed to earn credibility, showcase your domain expertise, and get the executive talking.
  - ✓ Once you get in front of the executive, resist the urge to “present” to them.
  - ✓ Engage the executive in a two-way business discussion
  - ✓ Ideally, prepare some questions they wouldn’t think to ask themselves.
- 7. Practice. Practice. Practice.** The only way to get “good” is by being willing to do it “bad.”
  - ✓ Start with some smaller companies whose executives are easier to reach.
  - ✓ Set some goals for meeting with executives and track your weekly progress.
  - ✓ Commit yourself to getting good at selling to executives and never, never give up.