

# Selling to the Senior Level

This hands-on workshop equips professionals to more effectively call on senior-level contacts.

## Learning Outcomes

- Articulate what senior-level contacts value
- Understand the impact of orientation (self or others) on building trust at this level
- Evaluate various strategies to gain access
- Align your offering with senior-level contacts' concerns
- Recognize the gap that exists between the nature of your current conversations and those that occur at senior levels
- Identify and adjust your approach to different motivational styles
- Practice a senior-level conversation

## Program Flow

### Welcome

Introduction

Learning objectives

### What Matters

Research into what matters

### Trust

Importance

How to build and diminish

Impact of orientation (intent)

### Gaining Access

The challenge of access

Key strategies to gain access

### What They Value

The four Ps

Mapping to the four Ps

Creating insight (MAI = I)

### Senior-Level Conversations

Conversation gap

Link to value drivers

Conversation framework

### Motivational Styles (optional)

Three motivational styles

Adjusting your message and strategies based upon style

### Application

### Workshop Close

Workshop evaluation