

# Executive Impact<sup>SM</sup>

Strategy for Securing Executive Approval

## Overview

*Executive Impact<sup>SM</sup>* is based on understanding how C-Level executives make decisions so the sales approach can be matched to the way executives prefer to buy. Tailoring the presentation of information to meet an executive's style of processing information significantly increases a salesperson's effectiveness in securing approval from high-level decision makers.

This program presents a framework for understanding how best to influence others. From our two-year study of nearly seventeen hundred executives, we found that communication is most effective at the executive level when tailored to one of five decision-making styles. *Executive Impact<sup>SM</sup>* provides the process for identifying each of these decision-making styles in order to deliver the right information to improve the probability of success.

*Executive Impact<sup>SM</sup>* may be the right solution if your sales organization is trying to:

- Connect with executives as decisions move to higher levels in customer organizations.
- Secure executive approval for a greater volume of high-potential deals.
- Enrich the quality of executive level conversations to advance sales opportunities.
- Develop proficiency at senior executive presentations.
- Improve the value of internal meetings with senior management.

## Identifying Issues of Buying Influences

When a sale has multiple high-level decision makers, identifying the issues important to them can have a positive impact on the outcome of the sale. Three quarters of World-Class Sales Organizations indicated they uncover these important issues as part of their process.

**In each deal, the issues of key individuals involved (in prospect firms) are always systematically identified.**



"I've begun reaching out to more CEOs and have had at least one successful meeting with a CEO as a result of the training."

— Salesperson, Technology

# Program Facts

## Executive Impact<sup>SM</sup>

### Who Should Attend

Any member of the organization interacting with executives as part of the selling process from sales support, field sales to front line management. Having an understanding of how individuals make decisions speeds up the buying process and clarifies the appropriate steps for the selling organization.

### How Your Organization Will Benefit

Enable field sales to:

- Understand how executives prefer to receive information in order to tailor messaging and materials used accordingly.
- Increase confidence when meeting with high-title decision makers.
- Prepare for the next steps after the executive meeting in order to appropriately progress the sales opportunity.

Enable sales management and senior leadership to:

- Ensure salespeople are comfortable and confident when presenting and selling to the C-suite.
- Collect and share best practices on the most effective selling tools for each decision style.

### Delivery Options

Available as a 1-day program.

- Regularly scheduled live public programs
- Tailored on site live programs
- Virtual classroom
- Train-the-Trainer (Client Associate)

### Related Offerings

**Strategic Selling<sup>®</sup>** - Comprehensive strategy for winning complex sales.

**Conceptual Selling<sup>®</sup>** - Communicate effectively to uncover and align with the customer's buying process.

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

**Large Account Management Process<sup>SM</sup> (LAMP<sup>®</sup>)** – Strategic planning for protecting and growing key accounts.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.