



SELLING TO THE C-SUITE

Bring Your A-Game to the C-Suite

Individuals from the C-Suite are often inaccessible, guarded, and under immense pressure to deliver results for their companies and shareholders. They are pragmatic decision makers who value brevity above all from their employees and business contacts. Engaging successfully with C-Level Executives requires a unique skillset and sales approach, one that matches the communication style and ideals valued by the top echelon of the business world.

Few sales interactions are alike, and that certainly rings true for sales conversations aimed at C-Level Executives, when little time requires you to have powerful, concise dialogues. To ensure success when working with executives, Janek Performance Group designed ***Selling to the C-Suite***, a sales training program that specifically focuses on the key principles that lead to successful outcomes when C-Level Executives are actively involved in the sales process.

C-Level Executives have high expectations of the vendors they chose to work with. They must be able to help take their organization from where it is now to where it needs to be.

Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

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Program Benefits & Outcomes

- Identify the characteristics of a Trusted Partner to the C-Suite and what it takes to become one
- Create value by bringing innovative, new ideas to the table
- Discover best practices when communicating with C-Suite members
- Learn about the critical differences when selling to the C-Suite versus other clients
- Build and define a Trusted Partner brand with the C-Suite

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales calls.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

Target Audience

- Sales Professionals
- Sales Support Staff
- Sales Managers

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.

Ready to
Get Started?

To schedule a private training for your organization, visit www.janek.com or call **800.979.0079** today.



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