

# Selling to the C-Suite™

## How Top Performers Sell

Today's C-Level Executives are busy, pragmatic people who value brevity and relevance to their larger mission – delivering results to stakeholders and shareholders. Accessing them is a grueling test of patience and endurance.

Tailored to the demands, needs, and desires of today's C-Level executives, Selling to the C-Suite is a proven approach that teaches sales professionals key principles they need when the C-Suite is involved in the sales process.



### **Benefits of Selling to the C-Suite**

- **Differentiate oneself as a Trusted Partner** to the C-Suite
- **Adopt best practices for quickly engaging with** and selling to the C-Suite, recognizing C-Suite needs are unique to the position
- **Develop a personal brand** for working with the C-Suite that builds interest, trust, and credibility
- **Create an action plan to increase** your Trusted Partner effectiveness when working with the C-Suite



### **Quick Facts**

#### **Perfect for**

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

#### **Workshop Length**

- 1-day or multi-day format

#### **Participant materials**

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

#### **Delivery Options**

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

Using real-world examples to illustrate key sales training concepts, the Selling to the C-Suite program fosters the development of research-based skills imperative for success in today's competitive marketplace.

### Program Objectives of Selling to the C-Suite

- **Determine the right mindset and skillset** to move from being a Trusted Advisor to Trusted Partner to the C-Suite
- Recognize the **critical differences** between selling to the C-Suite vs. other levels within an organization
- Identify the essentials for **building a Personal Brand** that differentiates one as a Trusted Partner and resonates with the C-Suite
- **Create an action plan** to enhance one's effectiveness in selling to the C-Suite
- Explore critical best practices for selling to the C-Suite, with a keen focus on what's **most important to the C-Suite audience**

### Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

"Thank you for actively listening to our team's needs and for designing an innovative and effective solution that builds upon our existing strengths and provides a platform for continuous improvement. Our team emerged energized with deepened skills."

Cathy McCabe  
Sr. Managing Director, TIAA



### About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

#### Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call 800.979.0079

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