

BUSINESS DRIVER LAB

fluent

CONVERSANT

knowledgeable

From Features & Benefits to
Customer Business Performance



BUSINESS DRIVER LAB

From features and benefits to customer business performance



Is there a simple way to sell an advanced, often technical solution to a busy senior-level executive?
Of course not.

Is there an effective way to engage C- and VP-level customers in credible executive conversation around how your enabling solutions can drive their business performance?

Absolutely... and that's exactly what your teams will learn in a Business Driver Lab, an intensive, highly interactive session designed to equip your teams with actionable techniques to effectively align the business value of your solutions with strategic customer initiatives.

Business Driver Labs are designed to help those in demand creation and sales roles quickly build proficiency in conveying the business value of specific solutions. An ideal component of new product launches and campaigns to accelerate adoption of new versions, these Labs help field personnel better articulate the business performance impacts of your company's solutions, and better align those solutions with the metrics most important to targeted companies and their executive decision makers.

Labs are not technical training sessions; rather, the objective of these sessions is

to equip your field teams with the ability to credibly:

- Build business alignment between customer business drivers and solution value
- Articulate how investing in the solution will positively change the way the customer's business operates
- Quantify solution value using validated, customer-specific business metrics

Net Result

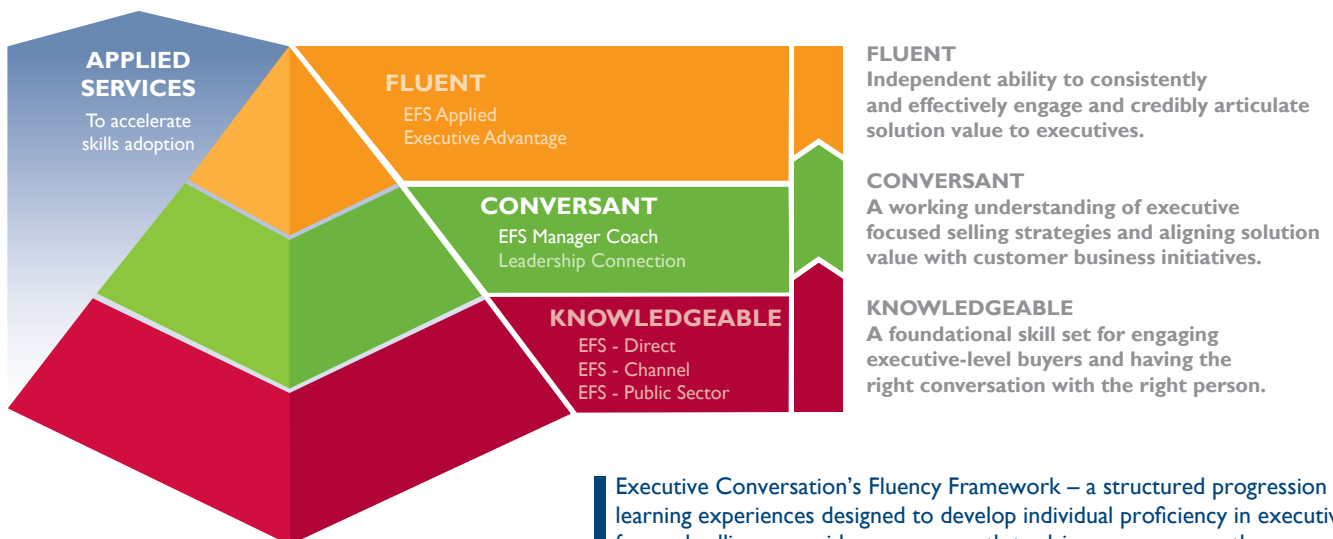
Team members emerge with the ability to craft compelling Customer Business Driver > Solution Value >

Measurement linkages and confidently engage in executive conversations to accelerate adoption or increase customer investment in targeted solutions.

"Don't tell me about features and functions. Tell me how you can change my business."

– Senior Executive,
Fortune 500 Company

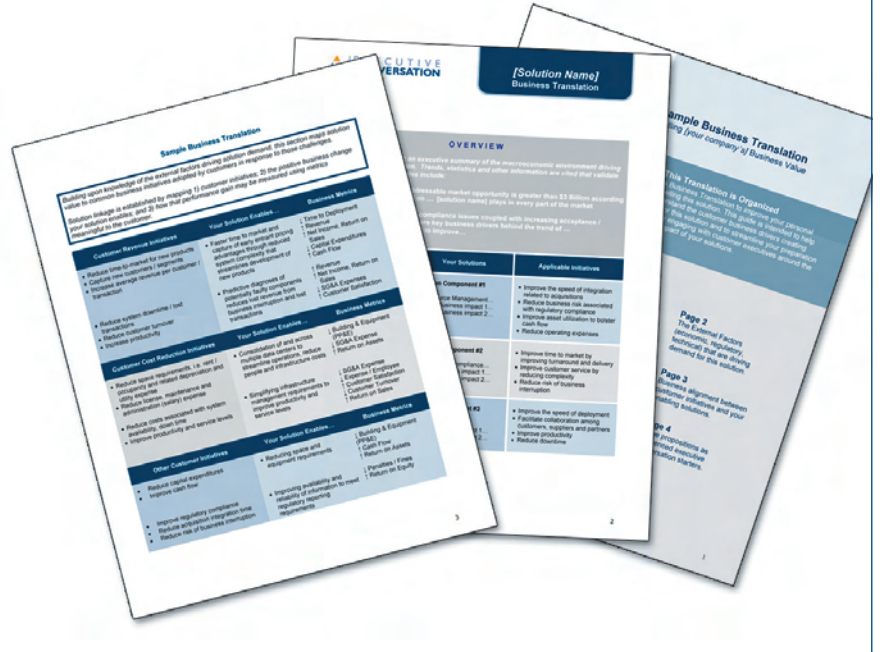
FLUENCY FRAMEWORK



Executive Conversation's Fluency Framework – a structured progression of learning experiences designed to develop individual proficiency in executive focused selling – provides a proven path to drive revenue growth.

Modeled around a specific solution, each Business Translation translates the technical features of the solution into measurable business impact from a customer's perspective.

Customer scenarios are modeled around companies representative of your target markets to effectively demonstrate solution linkage and to optimize use of classroom time.



CREATING A LAB FOR YOUR SOLUTIONS:

Business Translation for each solution

At the heart of every Lab is the Business Translation developed for each solution. Collaboration with your vertical marketing and/or solution positioning personnel ensures that the translations are consistent with your broader go-to-market strategies. These solution-specific tools, which enable your team to translate technical features into opportunities, are then integrated into our proven learning framework.

Real customer scenarios

Lab exercises apply the learning either to participants' actual accounts and near-term opportunities, or to customer scenarios representative of each solution's target markets. Where preferred, customer scenarios minimize participant pre-work requirements and serve as reference material for participants following the Lab.

Sessions delivered by a C-level executive

All Labs are led by Executive Conversation's highly regarded team of C-level executives who share their unique buyer's side perspective, and place your teams in a hands-on executive selling environment. These executive leaders are chosen to match your sales campaign objectives and arrive at the workshops fluent in the business impact of your solutions and your target markets.

OPTIONAL

Subject Matter Expert (SME) Guide

Designed as separate 60 minute modules, SME Guides are delivered following the conclusion of the Business Driver Labs to a subset of individuals you identify as leaders. The purpose of the Guides is to leverage those personnel to sustain session impact and reinforce skills in the field.

Pre- and Post-Lab Skills Assessment

To provide hard metrics on knowledge gained, an assessment may be integrated into the Lab. Questions are modeled around your solutions and summarized results are reported following the Lab.

Accelerate your sales team's ability to sell business value with these solution-specific workshops.

KEY LEARNING OUTCOMES

- ▲ Ability to craft compelling Customer Initiative > Solution Value > Measurement linkages
- ▲ Ability to translate solution messaging into customer revenue gains, operating cost reductions, cash flow improvements and other quantified performance gains
- ▲ Ability to structure executive-level engagements to secure customer commitment of time and resources to build the focus solution's business case

- ▲ Ability to demonstrate an understanding of a customer's business to penetrate new markets and maximize adoption by your installed base
- ▲ Confidence to present executive-level proposals that drive solution demand

TARGET AUDIENCE

Labs are appropriate for all team members directly or peripherally involved in Sales and Marketing functions, including:

- Account Managers
- Sales Management
- Sales Engineers and Consultants
- Marketing and Solution Sales Enablement
- Product Managers and Evangelists
- Key Channel Partners

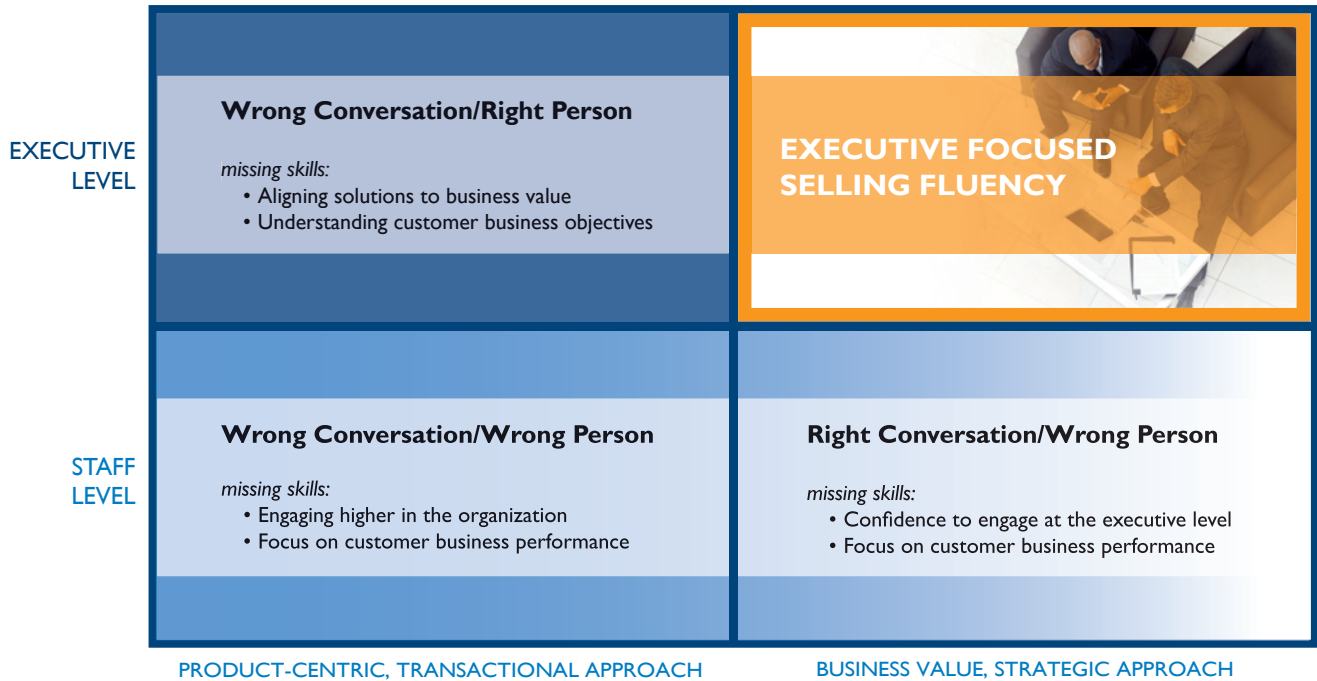
SESSION SIZE

Due to the Lab's highly interactive design, we recommend 15-20 team members per session with a maximum of 25 to optimize each individual's learning experience.



RIGHT CONVERSATION, RIGHT PERSON

To successfully engage at executive levels, sales professionals must credibly align solutions with customer business value.



| ABOUT EXECUTIVE CONVERSATION

Executive Conversation Inc. works with enterprise and mid-sized organizations in the Americas, Europe and Asia to build revenue driven organizations. Utilizing our Fluency Framework – a structured progression of learning experiences designed to develop individual proficiency in executive focused selling – we tailor sustainable solutions for every customer touch point where fluency in selling business value contributes to revenue growth.

Our programs and recurring services are delivered by our team of seasoned executives – all CEOs, CFOs and COOs who held senior positions in organizations around the world. Since our founding in 1990, we have delivered programs in over 50 countries to many of the world’s most respected corporations including Cisco, Intel, BellSouth, British Telecom, ADP, Citigroup and Reuters. Executive Conversation is headquartered in Seattle, Washington, USA.

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