

EXECUTIVE-LED CURRICULUM

Executive Focused Selling for Direct Sales



MARQUEE TWO- TO THREE-DAY CLASSROOM WORKSHOPS

Face-to-face: Members of your sales and marketing teams are immersed in an intensive, hands-on learning environment with an acclaimed Executive Instructor — an experienced and proven business leader who has been a decision-maker on the buyer’s side. Our comprehensive Executive-Led Curriculum is specifically designed to develop your organization’s potential to sell solutions for their ability to transform your customer’s business.

WHO SHOULD ATTEND

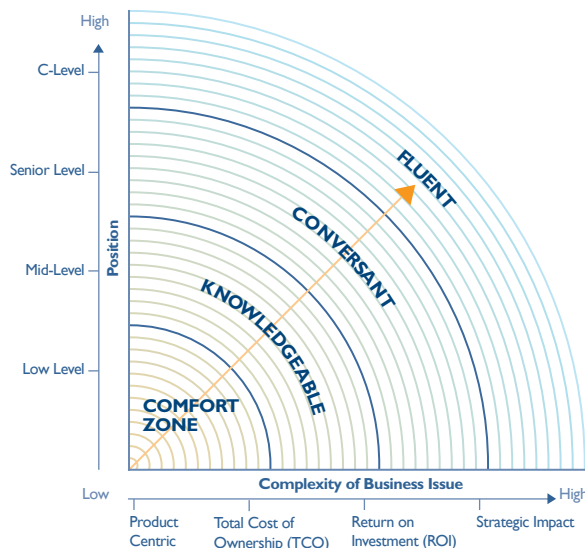
Sales Management
Account Managers
Field Sales Personnel
Sales Engineers
Account Teams
Marketing Teams
**Business Development
Managers**
Inside Sales Personnel
Solution Specialists

RESULTS YOU CAN SEE

Our Eye for Impact report quantifies your ROI from executive selling initiatives. And our Fluency Assessment delivers pre- and post-learning profiles to track the growth of your team’s skills. Our Executive-Led Curriculum delivers substantial, measurable results.

BEYOND THE COMFORT ZONE

Re-orient your sales professionals from product-centric selling to Executive Focused Selling.



AVAILABLE BLENDED LEARNING ENHANCEMENTS

EFS Direct workshops are part of a broader, extended learning framework to optimize and sustain the impact of our executive-led curriculum. EFS Direct is designed to integrate with:

- ▶ eLearning preparatory courseware
- ▶ Performance simulations
- ▶ eLearning reinforcement courseware
- ▶ Mobile learning DecisionCasts
- ▶ EFS Manager Coach workshops
- ▶ Manager coaching kits





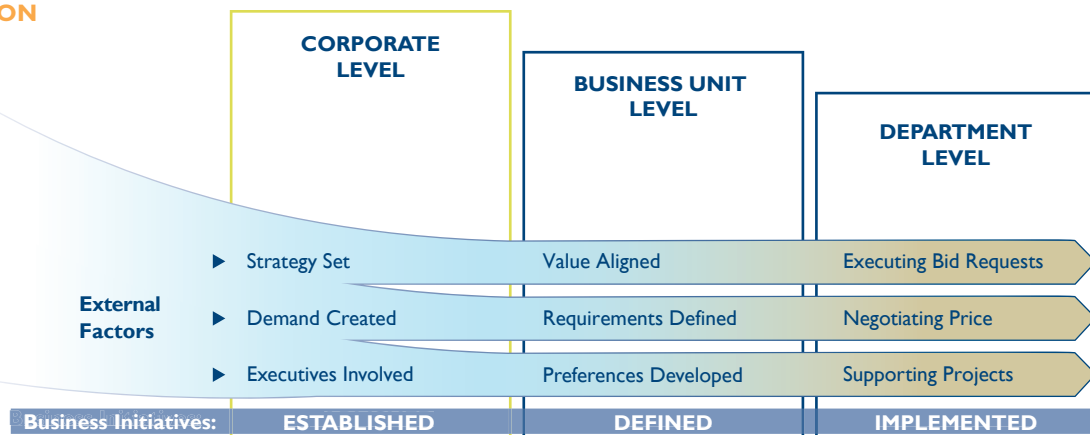
“Executive Conversation moved our teams from good to great. I saw sales growth and an increase in relevancy with our CXO client base as a direct result of the training with the senior executives who run the program.”

Gregory Lynch, Operations Director, Cisco Systems

DEMAND CREATION TIMELINE

Enter the purchase cycle early when executive involvement is highest and you can best influence the outcome.

EFS Direct is an intelligent investment that delivers predictable, measurable results.



Real World Insight For Successful Selling

EFS Direct provides the insight to align your solutions with your customer’s business performance. Our proven effective EFS Direct program equips your sales team and other key players in your organization with the business acumen needed to engage and sell to executive-level buyers.

- ▶ Identify, prioritize and validate customer business initiatives/opportunities.
- ▶ Sell your solutions for their power to transform your customer’s business by improving performance, decreasing cost, increasing gross margin or improving cash flow
- ▶ Analyze a customer’s financials and understand the industry in which they operate to identify meaningful metrics for quantifying solution value
- ▶ Engage executives, learn the type and style of questions to ask, prepare credible presentations for executive/financial decision-maker audiences
- ▶ Develop financial and business acumen to compute reasonable ROI and build compelling business cases that justify investment
- ▶ Dedicated integration of manager coaching tools drive adoption by EFS Direct workshop participants

Versions of EFS Direct are also available tailored to **sales engineers/technical consultants** and **marketing professionals** to foster organization-wide business alignment.

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