

EXECUTIVE-LED CURRICULUM

Executive Advantage



LASER-FOCUSED STRATEGIES FOR YOUR KEY ACCOUNTS

Add An Executive to Your Team: Your team gains advantage from an extended engagement with one of our acclaimed Executive Instructors, experienced and proven executives who have been decision-makers on the buyer's side. Create and sustain impact by blending your sales process with an executive's buying process. Your key account teams develop strategic plans to tackle and grow your key accounts. Or land the most sought after new business.

WHO SHOULD ATTEND

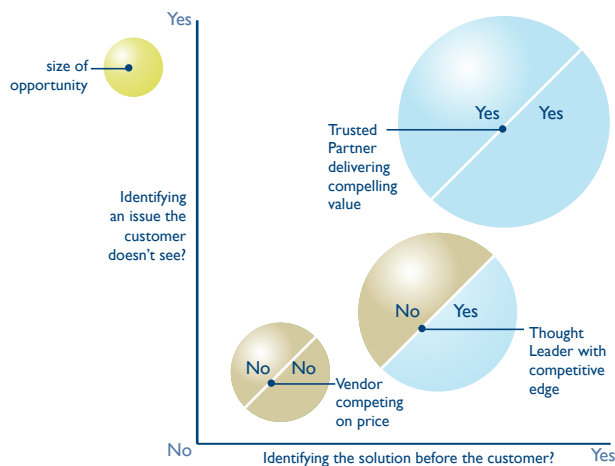
Account Teams
Sales Management
Sales Engineers
Business Development Managers

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.

WHAT VALUE ARE YOU DELIVERING?

Executive Advantage programs elevate relationships with your most important accounts by enabling account teams to position solutions for strategic value.



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
- ▶ Mobile learning DecisionCasts
- ▶ eLearning reinforcement courseware
- ▶ Manager coaching kits
- ▶ Performance simulations

Build Buying Momentum And Close High-Value Deals

Executive Advantage workshops are designed to focus with laser precision on key accounts, opportunities and market segments.

- ▶ Target up to four of your most important accounts per Executive Advantage workshop — and develop deep business acumen to mine their full sales potential.
- ▶ We put an executive on your account team to create Revenue Teams that deep-dive into customer-validated opportunities.
- ▶ Your account managers create an Executive Engagement Plan to outline strategy and guide account team collaboration to win deals.
- ▶ An extended engagement emphasizing a process approach to building sales. Pre-work, class time, then following the workshop, continuing learning guided by our Executive Instructor.

EXECUTIVE ADVANTAGE'S 6-STEP PROCESS

CREATE DEMAND ▶▶

CLOSE DEAL ▶▶

Account Analysis	1. Gain Insight	2. Align Solution	3. Verify Value & Gain Sponsorship	4. Build Business Case To Justify Investment	5. Present Final Proposal	6. Reach Agreement & Close
PRE-WORKSHOP	WORKSHOP		DISTANCE INDEPENDENT			
OUR IMPACT Delivers executive-level analyses of each account's CapEx priorities, strategies and initiatives, metrics, compelling events and other opportunistic insights.	1. Guides team members to pinpoint, understand, and prioritize strategic need	2. Models value propositions compelling to an executive-level audience	3. Assesses initial customer engagement and the business intelligence gained	4. Outlines business solution rationale and the requirements to justify investment	5. Reviews final proposal and provides credibility assurance from an executive's perspective	6. Recaps lessons learned and suggests strategies for re-engaging the account

Why They Work

- ▶ Collaborative preparation by participants and Executive Instructors precedes workshop
- ▶ Classroom time is spent preparing actionable executive engagement plans
- ▶ Executive Instructor coaches your team following workshop to propel deals through sales cycle

Extended Engagements Increase Impact Of Executive-Led Curriculum

Create and sustain impact by working through your sales cycle guided by insight to increase your customers' buying momentum. A narrow and deep focus on specific accounts for in-depth knowledge transfer and assured applicability. An investment with measurable results you can make to ensure your most important accounts perform.

- ▶ Designed to augment your account planning methodology and sales processes.
- ▶ Output from these sessions is ideally suited to serve as input into your account planning process.
- ▶ Learn a proven-effective process that you can subsequently apply and repeat for additional key accounts.
- ▶ Integrated manager coaching tools drive adoption by Executive Advantage workshop participants.
- ▶ Also available: Executive Advantage Abridged, an abbreviated version that does not include post-workshop time.
- ▶ An advanced course building upon the foundational skills developed in our Direct curriculum.

Corporate Headquarters
1421 34th Avenue, Suite 300
Seattle, Washington 98122

Global Offices
For additional office locations in the United States, Europe, the Middle East, Africa, Asia and Australia visit conversation.com.

For more information:
Tel: +01.206.325.1015
info@conversation.com