

EXECUTIVE FOCUSED SELLING | Virtual

GET THE BEST OF BOTH WORLDS

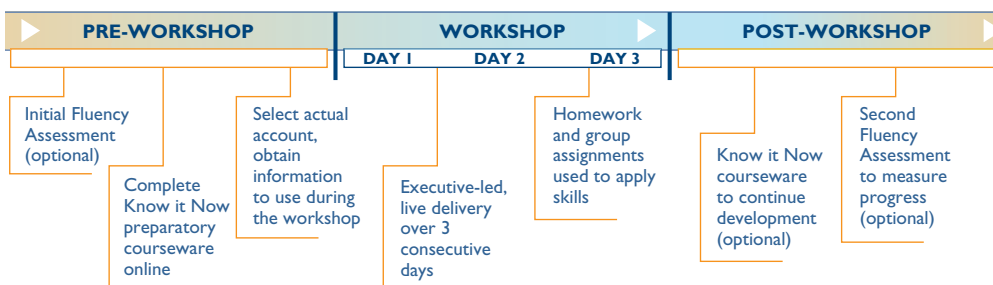
Executive-led instruction and a time proven curriculum — delivered live to your desktop.

The next best thing to face-to-face delivered Executive Focused Selling (EFS) workshops, EFS Virtual workshops equip you to credibly engage customer executives by selling your solution's ability to improve business performance.

At the end of this 3-day learning experience you will be able to:

- ▶ **Find and interpret account information** to identify selling opportunities
- ▶ **Position and sell the business value** of your solutions
- ▶ **Strengthen your credibility and confidence** engaging decision makers
- ▶ **Present business proposals** linked to measurable financial returns
- ▶ **Gain a buyer's side perspective** to more fluently speak the language of executives

Eliminate the disruption, time and cost associated with traveling.



WHO SHOULD ATTEND

- Sales Management
- Client Executives
- Account Managers
- Field Sales Personnel
- Sales Engineers
- Account Teams
- Marketing Teams
- Business Development Managers
- Inside Sales Personnel

CLASSROOM EXPERIENCE DELIVERED TO YOU

Just like you would in a physical classroom, you're challenged to sell to high level decision makers and demonstrate your business value by:

- ▶ **Working on actual accounts and opportunities** to advance your executive selling skills.
- ▶ **Learning from a C-level executive** who shares buyer's side insights into the executive mindset.
- ▶ **Having the right conversation with the right person** through activities tailored to your solutions and markets.
- ▶ Blending **structured, pre-workshop preparation** with available **post-workshop learning** to continue development.

Convenient, Collaborative Learning Environment

Our platform enables everyone in attendance to collaboratively interact with content, each other and the C-level executive leading the session.

How it Works

- ▶ **Delivered in a series** of 4 hour sessions over 3 consecutive days.
- ▶ **Sessions are recorded** so should you miss part of the live delivery, you don't miss out.
- ▶ **Breakout rooms spur interaction** by creating subgroups, each with private conference calling and content, to complete simulations and exercises.

THE VIRTUAL CLASSROOM



“There’s no better coach than one who’s played the game. And no better way to understand how executives buy than to learn from one who’s spent a career making investment decisions.”

- ▶ **2-way video and executive interaction** immerse you in a fun, hands-on experience that demands you pay attention and increases knowledge retention
- ▶ **Role playing with the executive leader** throughout the experience provides continual hands-on, account specific attention.
- ▶ **Digital workbooks** provide a convenient means to take notes and chronicle learning for post-session reference.
- ▶ **A certified Producer assists the executive leader** throughout delivery with technical operations to ensure a seamless experience.
- ▶ **Specifically designed to blend** with Know it Now online training to further enrich your learning experience.

Technology enabled Interactivity

- ▶ **2-way, real-time video** enables one-on-one role playing, group conversation and presenting proposals.
- ▶ **Integrated multimedia tools** such as whiteboarding, polling, chat and feedback are used throughout delivery.
- ▶ **Recording and learning** from your own work, such as presentations and voice mails.
- ▶ **No downloads, instant access.** Our **Web-based platform** works with any operating system and all major browsers.

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