

## Take Me To Your Leader\$ Program Description

**Focus:** Substantially Increase Sales by Developing Executive Relationship

**Audience:** Salespeople, Managers, Senior Staff, Support, and All Who Interfaces with Clients

### Bottom Line Impact:

- **Eliminate Bidding**
- **Avoid Pricing Squeezes**
- **Overcome the No Budget Issues**
- **Competitive Advantage**
- **More Profitable Sales**
- **Learn if There Really Is a Deal**
- **Close Sales Faster**
- **Get Critical Information**
- **Get Referrals and Introductions to Other Executives and Influential People**

This is a process for developing and using professional relationships with high level, powerful people in an organization. Strong, positive executive connections are the ultimate tool to use against competition, to get your price, to overcome the no budget issues and to get you through the effort/reward/risk conundrum of subordinates. Executives create change and/or endorse the investment in time and money for change initiated from below. Their votes are critical to separate your company from being seen as a commodity or one of a bunch.

### What's Covered:

Strategies, Tactics, and Techniques for:

- Getting to Executives – Overcoming the Barriers
- Talking to Executive on Their Terms
- Developing Professional Relationships with All of the C-Suite People
- Maintaining the Potency of Relationships and Leveraging Them
- Developing Confidence and Credibility

### What's Unique:

- Trinity Method – A Process to Develop Confidence and Feel Comfortable with Powerful People
- Arsenal – The Methodology to Gather the Relevant Information and to Use It to Deliver Results that Solve Issues of the Individual C's
- The Credibility Pyramid – Steps To Go From Introduction To Trusted Consultant.

### Program Process:

- Concepts are presented to the group. Participants practice in small groups. Using actual relationships, participants get comfortable with the process and get team feedback. Then, the whole group debriefs on issues, comments, concerns, applications, etc.
- Group size - up to 30 people preferred. Small teams – 5-7 people
- Program materials include workbook and worksheets (computerized), book and CD.

### Take Aways:

- A methodology to gain access and effectively engage with high level people.
- The process of going beyond “hello” and really getting to know the issues and opportunities of the clients' movers and shakers.
- The procedure to move sales into strong, executive acknowledgements.
- Action plans to handle the 4 stages of relationship development and use.