



ValueSelling
Associates™

Are your reps ready
to speak confidently
with executives?

Executive Speak™



Executive Speak Highlights

- Gain access to executive decision makers
- Easily interpret key business terms and financial reports
- Minimize time wasted on unproductive research
- Quickly create insightful company and executive profiles that maximize each interaction
- Engage in consultative business discussions

Prepare for Business Conversations with Executives

A rep gets one shot. Make sure they show up with insightful questions that engage an executive in a value-added conversation.

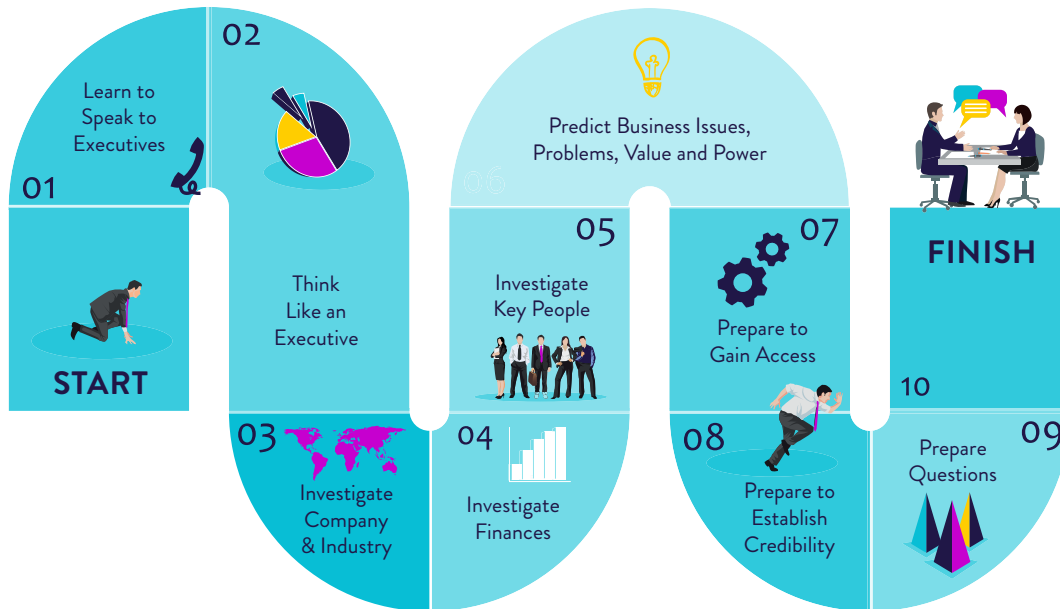
Executive Speak™ develops business acumen, giving sales reps the confidence and competence to sell to executives

and managers, creating more opportunities, and generating more revenue.

Executive Speak addresses the challenges of:

- Lack of business acumen
- Making sense of financial metrics to drive relevant conversations
- The need to sell higher
- Spending too much time not selling
- Being reluctant to make the call

According to SiriusDecisions
research, 71% of sales leaders say
their reps lack the ability to connect
their solution to business issues.



Turn Info into insights

The unique 360° Profile Builder™ guides you in collecting key pieces of data and generating insightful questions to manage the conversation.



Think Like an Executive

Predict potential business objectives and problems, then correlate how your products and services impact their financial metrics.



Gain Access

Develop tailored communications campaigns that establish your credibility and demonstrate your knowledge and interest in them.

Every sales professional wants to be considered a trusted advisor. To do so, a rep needs to understand the executive-level drivers. They must speak the language of business—the language of finance. It's easy with Executive Speak.

Building off the globally proven ValueSelling Framework® sales methodology, the Executive Speak blended learning program includes an interactive eLearning module, instructor-led

workshop, and unique prospect profile building tool that automatically populates a ValuePrompter®, which provides a roadmap for a conversational questioning process.

Sales reps that have more meetings get more results. More conversations lead to more opportunities. Increase business acumen, sales rep confidence, and access to the corner office with Executive Speak.



Keep it simple. Drive results.

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