





BUILDING VALUE

Understanding the executive customer's mindset and creating strategic relevance for product and service offerings

STRATEGICALLY CUSTOMIZED

	MODULES	KEY LEARNING OUTCOMES
	60 MINUTES The Mind of the Executive Customer	<ul style="list-style-type: none"> Understand the mindset of executive customers, identify gaps in understanding the executive's interests and explore how to become more strategically aligned.
	30 MINUTES Establishing Credibility with Executive Customers	<ul style="list-style-type: none"> Learn how to establish credibility and become a trusted advisor for executive customers.
	120 MINUTES Executive Involvement in the Buying Cycle	<ul style="list-style-type: none"> Understand executive involvement in the buying process. Identify the implications of the executive's planning and decision-making time horizons.
	30 MINUTES The Building Value Model	<ul style="list-style-type: none"> Learn and master an effective model for working with customers at different organizational levels. Develop an executive-focused sales strategy.
	60 MINUTES Above- and Below-the-Gap Conversations	<ul style="list-style-type: none"> Explore the most common interests and learn how to drive conversations with customers above- and below-the-gap.
	60 MINUTES Gap Analysis: Applying the Building Value Model	<ul style="list-style-type: none"> Practice utilizing the Building Value model to develop an effective account strategy. Build skill in creating high-impact questions for each layer.
	60 MINUTES Pre-Call Planning	<ul style="list-style-type: none"> Create a specific pre-call plan for a highest-potential prospect the participant identified in the session's pre-work.

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MODULES

ACTIVITY DESCRIPTION

The Mind of the Executive Customer

- Participants discover what extensive BTS research indicates executive customers value most in a salesperson and consider how to engage executives most effectively.

Establishing Credibility with Executive Customers

- Participants examine which qualities of salespeople most demonstrate credibility to executive customers both initially and over time.

Executive Involvement in the Buying Cycle

- Participants estimate executive customers' involvement at each phase of the buying cycle and analyze research revealing actual executive involvement in their own customer base.
- They also consider the implications of their customers' planning and purchasing decision time horizons on their own sales strategy.

The Building Value Model

- Participants explore the four-layered Building Value model, using it to engage customers in each layer and become more strategically relevant, particularly in their conversations with executives.

Above- and Below-the-Gap Conversations

- Participants identify above-the-gap and below-the-gap players in their accounts and prospects, determine their distinct interests, and discover the value of calling on both.

Gap Analysis: Applying the Building Value Model

- Participants analyze a custom case and conduct a gap analysis using the Building Value model.
- Then, they create an account plan including high-impact questions targeted to key players above- and below-the-gap.

Pre-Call Planning

- Using the *Building Value Worksheet* and their pre-work analysis, participants create a specific pre-call plan with call objectives and questions for above- and below-the-gap customers.
- Then, they receive coaching from their manager and peers.