Strengthen your C-level selling

This checklist will help you to establish some priority actions to improve your engagement and effectiveness at C-level. It's not an exhaustive list but will highlight how to develop your team's capability. Top tips are noted with a

1. Does your value align to C-level priorities?

Look at your marketing materials and website. Do they talk about what you do—or about the tangible outcomes your customers receive? Ask your sales people to explain the value your company delivers to its customers. Features or tangible outcomes? Explore why the value you deliver matters to the C-level contacts.

If you don't have a clear business-relevant message, there's cross-functional work to be done with leadership, marketing, product et al to create clear business-relevant messaging. In simple terms that means delivering outcomes measurable as efficiency (cost saved or avoided), effectiveness (tangible outcomes delivered through optimised productivity) or strategic gain (achieving strategic goals better or faster).

2. Are your sales people equipped to have C-level conversations?

Put your sales team to the test—through observation in the field, one-to-one coaching or practice role plays. Are they able to have credible conversations at this level? If not, here are some things you can do to improve their skills and confidence:

- Train them in the business value your products, services or solutions deliver. Explain why this value matters to a business and who it is relevant to.
- Create buyer persona cheat sheets for key stakeholders to explain what's important to them and provide guidance on relevant topics. Ask us for a copy of our Buyer persona template.
- Create a library of customer case studies—and train the sales team in these cases. Use sales meetings to showcase a customer case and ask the account owner to describe the value to the customer. It's surprising, often, how little sales people know about accounts which aren't theirs. Create a culture of sharing stories so they can use them in conversation with other customers.
- Practice! Run role play sessions in sales meetings or during one-to-one coaching sessions. Make them fun and focused on learning not proving, and you will get engagement.

Want to go faster?

Ask for a Buyer persona template to create practical cheat sheets

Contact us for a free 5-20-5 fast-track consultation—30 minutes to work together on your specific challenge

Want to go even faster?

Our clients get

Tech B2B relevant templates, models and job-aids

Fast-track guidance, facilitation, coaching and training

ALATE
BUSINESS GROWTH

3. Leverage your own C-level

You have all the C-level knowledge you need in your own C-level. Use it! Involve your own C-level in building peer relationships with customers.

Ask relevant Line of Business heads to share their knowledge and experience with your sales teams. Incorporate a session into sales meetings and allow time for questions. Here's a simple structure to follow, with a CFO as an example:

- How does company finance work and what does the terminology mean
- How are CFOs measured and how does that influence what they do
- How the function works—roles and responsibilities within the team
- Biggest challenges and trends for CFOs

4. Build visual stakeholder maps

Do you know who at C-level you need to engage? What are their roles in the decision making process and whose advice and recommendations will they seek? Who influences them?

Draw out the customer org chart and define the different roles and stances (attitudes towards you) to see the politics and reporting lines in the decision. We use just 5 roles and 5 stances, all with very clear definitions, to build out visual stakeholder maps. These are transformative if you are often single-threaded or wrong-footed by competitors or politics in accounts.

4. Embed and operationalise for lasting change

Operationalising your approach is essential to make long-term change that is not dependent on a few individuals.

- Document and then train and coach your teams in C-level selling—**Knowledge, Skills** and **Mindsets.**
- Embed C-level selling activities and best practices into your CRM and sales processes.
- Measure progress and impact to understand key C-level success factors.

Want to go faster?

Our clients benefit from a suite of ready-made definitions, tools and models that can all be easily tailored.

We facilitate and co-ordinate internal stakeholders to develop the C-level sales approach that works for you.

Our blended, and tailored sales enablement training programmes are proven to fast-track behaviour and mindset change.

Embedding in Salesforce?

Through our partnership with Point N Time, we have a native Salesforce plug-in that supports strategic account development and visual stakeholder maps customised to your framework and methodology.

Want to fast-track your growth?

Accelerate sales growth

Our clients are all looking to grow. Their focus often spans these common goals:

- Scale growth with limited resources — nationally or internationally
- Drive strategic revenue growth into new markets, products or services
- Speed up partner enablement and alignment
- Move from transactional to value-led partnerships
- Integrate sales teams post M&A to increase cross-portfolio sales
- Develop a company-wide, repeatable sales process to connect sales execution to business strategy

Clients

Credentials

How we make an impact

PREPARE IMPROVE PERFORM

We genuinely tailor our programmes to your goals and objectives, your customer buying journeys, your culture and your business.

We begin with the end in mind. Our shared focus is on developing the capability needed to deliver measurable outcomes against your goals.

Using our proven framework, we identify and focus on the things that will make the difference, not methodology for the sake of methodology.

We follow a tried and true approach, including practical consulting, development, training and coaching, which turns our work into your results.

We operationalise your methodology to make it ‘business as usual’

FRAMEWORK

STRUCTURE & PROCESS | METHODS & SKILLS | SYSTEMS & PLATFORMS

PLAYBOOK

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