



Complimentary Webinar
January 18, 2018

Gaining Access to Executives

Strategies for getting in the door

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ValueSelling Associates®

**“It is not the strongest of the
species that survive, nor the
most intelligent, but the most
responsive to change.**

Charles Darwin



Agenda

- ✔ Selling in today's world
- ✔ Why sell to executives?
- ✔ Where to find them
- ✔ How to gain access to them

**ValueSelling
Fundamental Principle**

You can't
sell to someone
who can't buy





The World Keeps Changing

Decision level has changed

- ❖ On average, level has risen 2-3 positions
- ❖ P&L focus forces executive involvement in significant purchases

Gatekeepers barriers to entry

- ❖ Technology
- ❖ Admins
- ❖ Managers

Buying process has changed

- ❖ Decision makers are barraged by vendors
- ❖ More sophisticated
- ❖ Have all been “burned”

Why sell high?

- ❖ Crowded, competitive marketplace
- ❖ Prospects are better educated
- ❖ Sales people are involved later in the sales cycle
- ❖ More and more individuals in prospect organizations involved in the buying process



First,
you have
to find
them

- ❖ Identify your ideal prospect
- ❖ Know when you are not there
- ❖ Use triangulation as a strategy

- ❖ Size, Industry
- ❖ Organization
- ❖ Business Issues
- ❖ Problems



Methods for gaining access

- ✔ Referrals and introductions
- ✔ Gatekeepers
- ✔ Bargain for Access
- ✔ AIM Campaign





1. *Who do you know* who knows them?

- ✔ Customers/clients
- ✔ Networking
- ✔ Introductions
- ✔ Past client relationships
- ✔ Social networking
- ✔ Technology





2. Gatekeeper Strategy

Administrative

- ✔ Treat with respect
- ✔ Ask for help
- ✔ Bridge, not a gate
- ✔ Avoid voicemail





2. Gatekeeper Strategy

Middle Manager

- ❖ What's their motivation?
Fear of losing something?
- ❖ Partner with them – bargain knowledge for access
- ❖ Set expectations early and often
- ❖ Should you go around?





3. Gatekeeper Strategy

Technology

- ✔ Email
- ✔ Phone/Voicemail
- ✔ Letter
- ✔ Fax





3. Bargain for Access

- ❖ When the middle manager gatekeeper requests anything of value, develop what the resource is worth.
- ❖ Then, ask for something (Executive Access) in return.



4. The AIM Campaign

Anxiety

+

Influence

+

Motivation

- ❖ Performance problems
- ❖ Peers
- ❖ Superiors
- ❖ Competition

- ❖ Market leaders
- ❖ Competition
- ❖ Track record

- ❖ Similar problems solved elsewhere
- ❖ Measurable success





Core message components

Outcome / value / impact-oriented

Bottom line - focused

Authoritative and credible

About **THEM**, not YOU

Strategy

Your goal is to *get in the door* – sell a meeting.
You are a peer. Be prepared to have
a business conversation.
Engage, gain interest, be provocative.

Don't:

- ✓ Talk too much
- ✓ Focus on product
- ✓ Interrupt or be rude
- ✓ Forget to do your research

Example A.I.M. Letter

Hi John,

I'm sending a similar email to Alan, Matt, and Lindsey. Who else at ABC Company would have the greatest interest about the work ValueSelling Associates has done to retool the sales channels of our **other customers including** Cisco, Sun Microsystems, Google, VMware, and Dell?

We are now focusing on the Cloud Services industry, **so I will be contacting several companies in your segment.** I will be in your area on April 23, 26, and May 1. **May I schedule an appointment with you or someone else at ABC Company?**

ValueSelling Associates focuses on **delivering specific sales metric improvements** for large enterprise organizations. I personally have successfully delivered results on projects ranging from:

- **Selling across the product line to increase average sales price.** Dell Computers **realized a 23% increase in "attach rate"** for servers, storage, and services. We focused on transitioning them from reactive order fulfillment to proactive "problem probing" to uncover the need for other products.
- **Introducing new service offerings.** When Cadence Design Systems transitioned from a product company to a full service offering, **service revenue jumps annually from \$1.5M to \$94M, then \$300M.**

My background includes 18 years in sales, sales management, and executive sales management. I have run start-up sales organizations and large (\$500M) organizations with a track record for significant operational improvements.



Demonstrate credibility

Your Company

- ✓ Industry
- ✓ Clients
- ✓ Value
- ✓ Impact

Your Prospect

- ✓ Industry
- ✓ Executives
- ✓ Direction
- ✓ Business issues and business problems
- ✓ Their customers



Summary

- ❧ Successful sales executives need to be business savvy to gain access to the executive suite
- ❧ Successful tactics include:
 - Leveraging introductions
 - Having a gatekeeper strategy
 - Using Modus Operandi
 - Bargaining for access
 - Campaigning with AIM

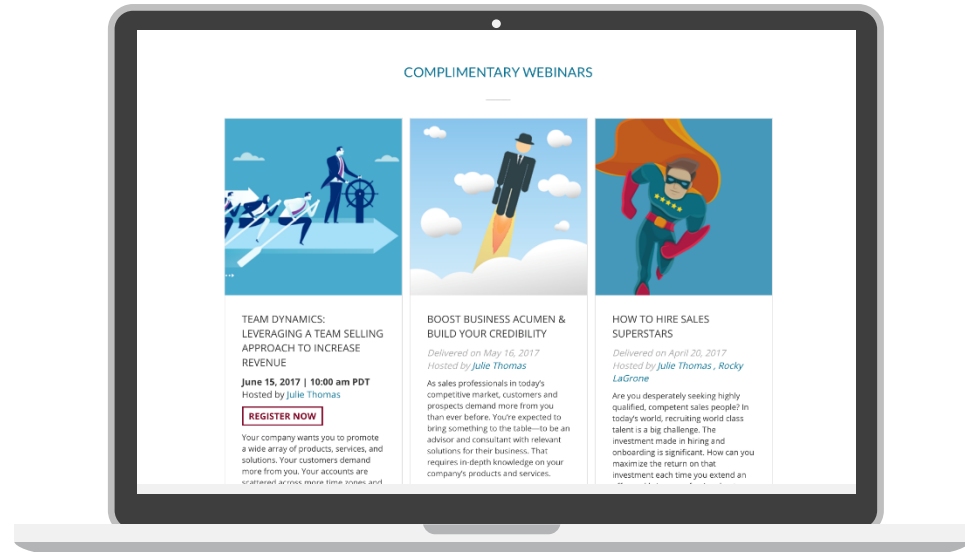


Questions?



At the end of today's webinar

Go to valueselling.com > resources > webinars to download today's slides



Based on the globally-proven ValueSelling Framework®



Fill the funnel, engage buyers and get more meetings with a repeatable, cadence-based approach.



Gain access to and prepare for meeting with executive decision makers.

Save the date!

4 Keys to Differentiate on Value

February 15, 2018 | 10:00 AM Pacific



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Thank you!

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