TO MASTER THE EXECUTIVE SALE

Selling to senior executives can feel a lot like facing down an obstacle course. You need not only product knowledge and a value case, but also a deep understanding of business strategy, risk mitigation, industry trends, and more-plus the ability to communicate it all at the highest level.

RAIN Group's STRATEGIC model serves as a roadmap to help you navigate these challenges, highlighting 9 key principles you need to master to stand out and win with senior executives.

Below, we share tips in each of these areas that will help you elevate your approach, shift your mindset, and build your confidence, setting you up for success for your next executive sales conversation.

It's more important than ever to be able to engage with senior executives...

- > 85% of sales leaders encounter more decision-makers involved in each deal.
- > Organizations are 2.2X more likely to have a C-level executive join a call.
- Executive buyers say only 20% of the salespeople they meet with are successful in achieving their expectations and creating value.

If it can be scrutinized, executives will do it. Senior executives scrutinize every detail before making decisions.

$$)$$
 \ldots (2) \ldots (3) \ldots (4) \ldots (4)

SF

PREPARE **THOROUGHLY:**

Understand their business, market, and challenges inside and out.

ANTICIPATE **OBJECTIONS:** Be ready to address

potential concerns with evidence and case studies.

FOCUS ON **ACCURACY:**

Ensure all data and claims are precise and verifiable.

DEMONSTRATE **RELIABILITY:**

Build trust by consistently sharing accurate and relevant information.

EMPHASIZE **MANAGEMENT:**

Address how your solution mitigates risks they are concerned about.



Senior executives are notoriously busy. They value and protect their time and expect sellers to do the same.



BE CONCISE:

Communicate your key points clearly and quickly.

FRONT-LOAD **INFORMATION:**

Get to the point early in meetings and presentations.

RESPECT THEIR TIME:

Start and end meetings as scheduled, managing your time well throughout.

USE TIME WISELY:

Structure meetings to focus on decision-critical information.

PREPARE FOR **QUICK PIVOTS:**

Be ready to shift focus based on the executive's immediate interests or concerns.



SHOWCASE TANGIBLE OUTCOMES:

Provide case studies or examples of measurable success.



13

QUANTIFY BENEFITS:

Clearly outline the expected ROI or performance improvements.

ALIGN WITH THEIR GOALS:

Make sure your solution supports their specific business objectives.



SET CLEAR EXPECTATIONS:

Define what success looks like and how it will be measured.



KNOW THEIR HURDLE RATE:

Demonstrate how your solution will surpass their minimum threshold for impact.



Senior executives have a higher bar for the impact they need to achieve and give more intense scrutiny to ROI cases and potential risks.

APPROACH TO MEETINGS

Senior executives expect sellers to be prepared for and lead meetings that are focused, strategic, and highly specific to their business.



START BEFORE THE MEETING:

Ask about the executives' priorities and challenges before the meeting so you can prepare.

Ensure there are clear next steps at the end of the meeting.

Top-Performing Sellers are

MORE LIKELV

to lead highly effective meetings with senior executives.

ENGAGE EARLY:

Start with a compelling point that captures their attention.



INVOLVE THEM IN THE CONVERSATION:

Ask for their input and listen actively.

CLOSE WITH ACTION:

from the beginning.

SET A CLEAR AGENDA:

Communicate the purpose

and structure of the meeting

to make sure you're aligned

FOCUS ON INNOVATION:

Present ideas that drive significant change or improvement.

LINK TO STRATEGIC INITIATIVES:

Tie your solution to their broader transformation goals.

DEMONSTRATE LONG-TERM IMPACT:

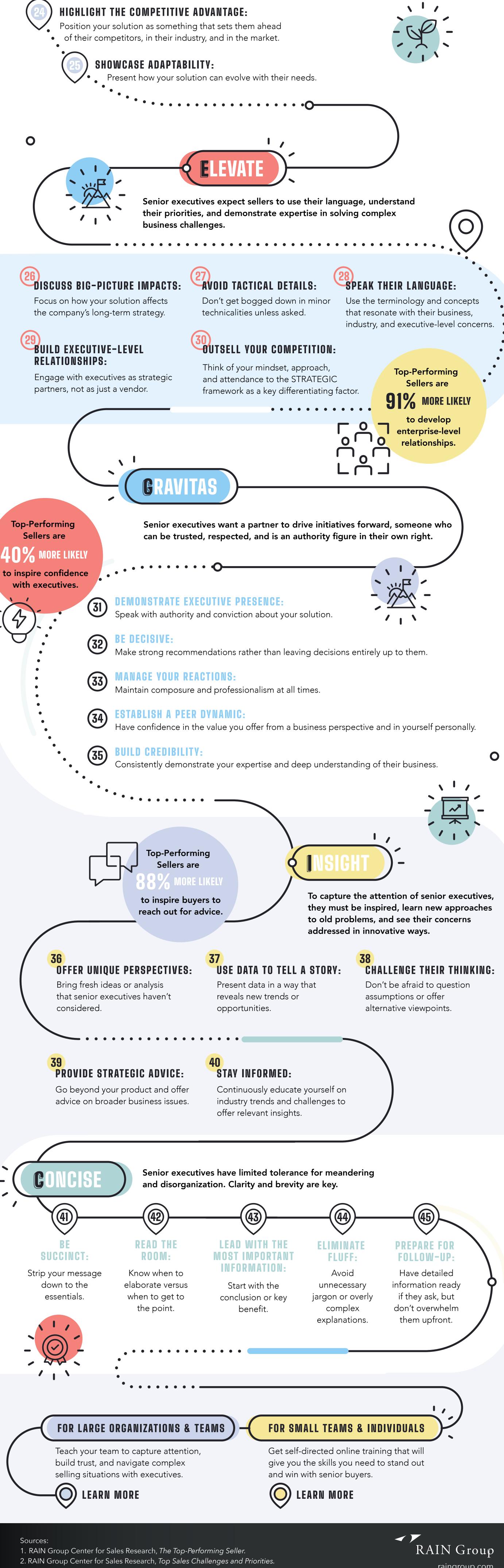
Highlight how your solution contributes to sustained growth or efficiency.



of their competitors, in their industry, and in the market.



Senior executives are often focused on driving transformation within their organizations, attending to high-level problems.



- 3. Chorus.ai, State of Conversation Intelligence.
- 4. Forrester, Why Don't Buyers Want To Meet With Your Salespeople?

raingroup.com info@raingroup.com