

GENERAL OVERVIEW

This one-day workshop will help finance professionals to gain confidence and to build the necessary skills to get appointments, conduct conversations with high-level executives, and create value that moves the relationship forward.

OBJECTIVES

Participants will be able to:

- Understand the Characteristics of Today's Executive
- Recognize the importance of doing homework in preparation for an Executive conversation
- Understand how to get an appointment with an executive
- Create a powerful meeting where executives want to move the relationship forward
- Increase value by speaking in value terms through the customer's eyes

COURSE CONTENT

- What Executives Do For a Living
- Do Your Homework
- Getting The Appointment
- The Powerful Executive Meeting
- Crystal Clear Introductions
- Creating Value – Speaking In Value Terms
- Commitment to Individual Action Plan



C-SPEAK

LEARNING THE EXECUTIVE LANGUAGE

LENGTH

One Day Workshop

CLASS SIZE

Maximum class size is 16 participants per session

EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.