



## EXECUTIVE IMPACT<sup>SM</sup>

*Executive Impact<sup>SM</sup>* is based on understanding how C-Level executives make decisions, so the sales approach can be matched to the way executives prefer to buy. Tailoring the presentation of information to meet an executive's style of processing information significantly increases a salesperson's effectiveness in securing approval from high-level decision makers.

This program presents a framework for understanding how best to influence others. From our two-year study of nearly seventeen hundred executives, we found that communication is most effective at the executive level when tailored to one of five decision-making styles. *Executive Impact<sup>SM</sup>* provides the process for identifying each of these decision-making styles in order to deliver the right information to improve the probability of success.

### ***Executive Impact<sup>SM</sup>* may be the right solution if your sales organization is trying to:**

- ▶ Connect with executives as decisions move to higher levels in customer organizations.
- ▶ Secure executive approval for a greater volume of high-potential deals.
- ▶ Enrich the quality of executive-level conversations to advance sales opportunities.
- ▶ Develop proficiency at senior executive presentations.
- ▶ Improve the value of internal meetings with senior management.

### **Who Should Attend**

Any member of the organization interacting with executives as part of the selling process, from sales support and field sales to front line management. Understanding how individuals make decisions speeds up the buying process and clarifies the appropriate steps for the selling organization.

## How Your Organization Will Benefit

Enable field salespeople to:

- ▶ Understand how executives prefer to receive information in order to tailor messaging and materials used accordingly.
- ▶ Increase confidence when meeting with high-title decision makers.
- ▶ Prepare for the next steps after the executive meeting to appropriately progress the sales opportunity.

Enable sales managers and senior leaders to:

- ▶ Ensure salespeople are comfortable and confident when presenting and selling to the C-suite.
- ▶ Collect and share best practices on the most effective selling tools for each decision style.

## Delivery Options

- ▶ Digital Learning (self-paced)

## Related Offerings

### ***Strategic Selling***<sup>®</sup>

Comprehensive strategy for winning complex sales.

### ***Conceptual Selling***<sup>®</sup>

Communicate effectively to uncover and align with the customer's buying process.

### ***Securing Strategic Appointments***<sup>SM</sup>

Research and plan to successfully secure time with key contacts.

### ***Large Account Management Process***<sup>SM</sup> (LAMP<sup>®</sup>)

Strategic planning for protecting and growing key accounts.



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## About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.