



Unlocking Executive Sales: Your Framework for Selling to the C-Suite



Chris Webb is a Senior Consultant at RAIN Group. His specialty is powerful communication; listening to connect and explore the issues, then delivering the solution with impact.

Chris is a master facilitator and has been in sales and sales management for over 25 years. From Strategic Account Manager to Vice President of Sales and Marketing to CEO, he has vast experience in all aspects of business and has worked with clients globally across all industries.

He worked in professional services for decades with clients like IBM, Coca-Cola, Mercer Management Consulting, and Warner Media. He founded his own consumer product goods company with a focus on branding, marketing, and sales. Chris has an M.Ed. and is a certified Executive Coach.

His passion is using his experience to help sellers create meaningful relationships with clients that last a lifetime.



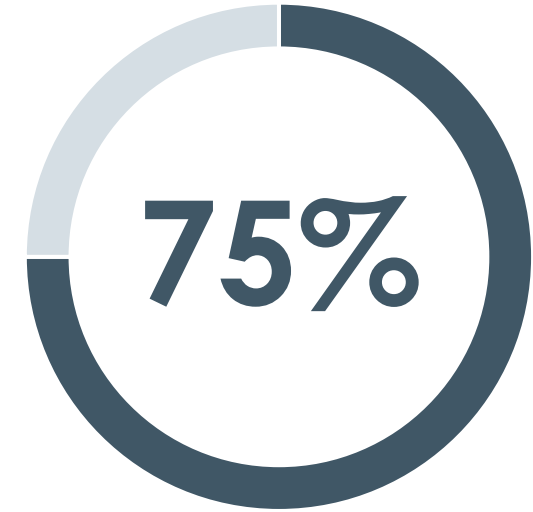






The Importance of Executive-Level Sales

- C-suite executives are more commonly involved in purchasing decisions
- Buying groups are the norm: more than 80% of purchases involve 3+ people across two or more departments
- Organizations are 2.2X more likely to have a C-level executive join a sales call, citing higher scrutiny and tighter budgets



C-suite executives' role in purchasing decisions increased from **58% of the time in 2017** to **75% of the time in 2021**.

Success Starts with Strong Consultative Selling Skills

Relationship Building

- Developing rapport
- Collaborating and partnering
- Building trust in you, your solution, your company, and the results you'll achieve

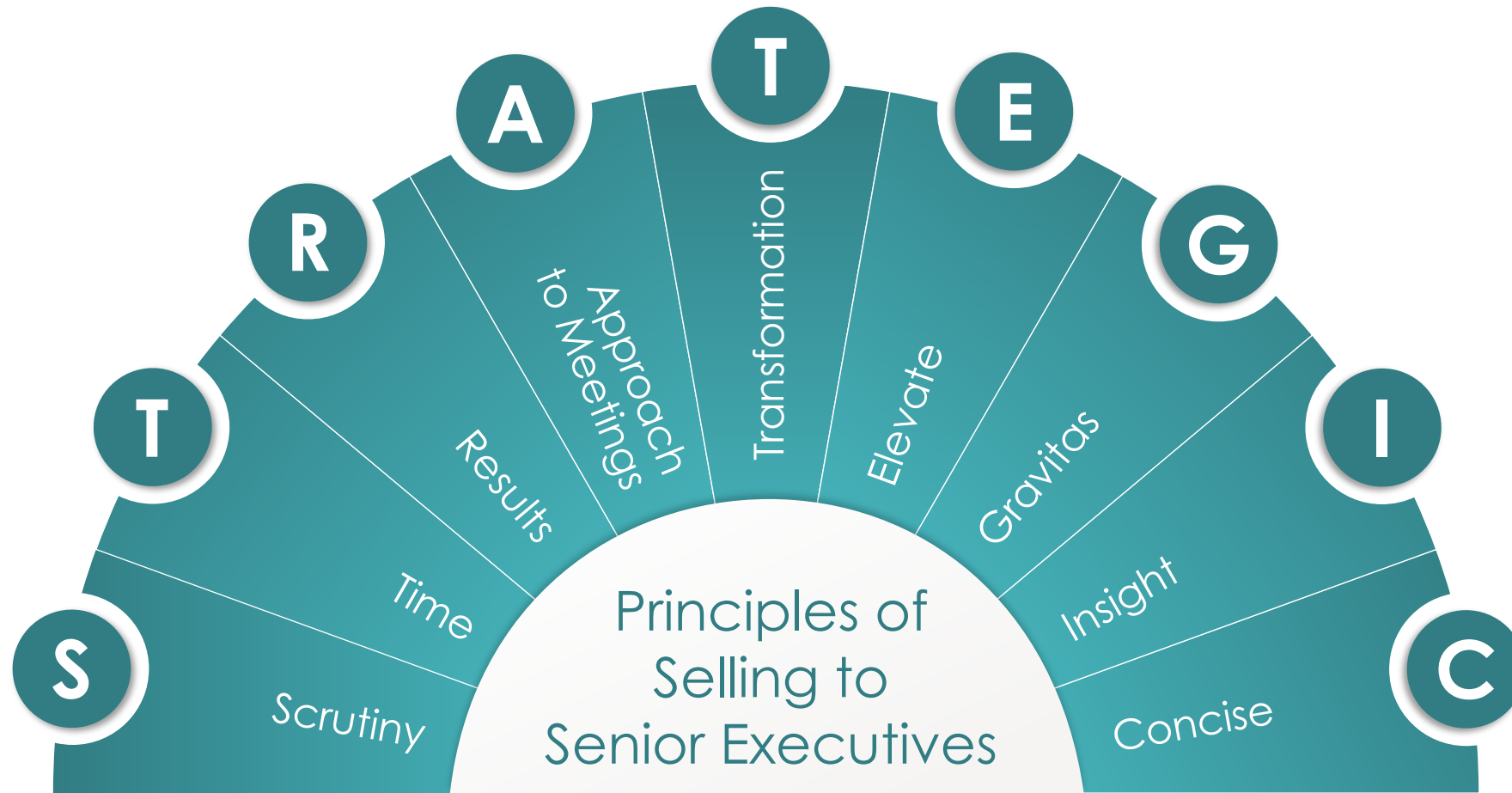
Solution Crafting

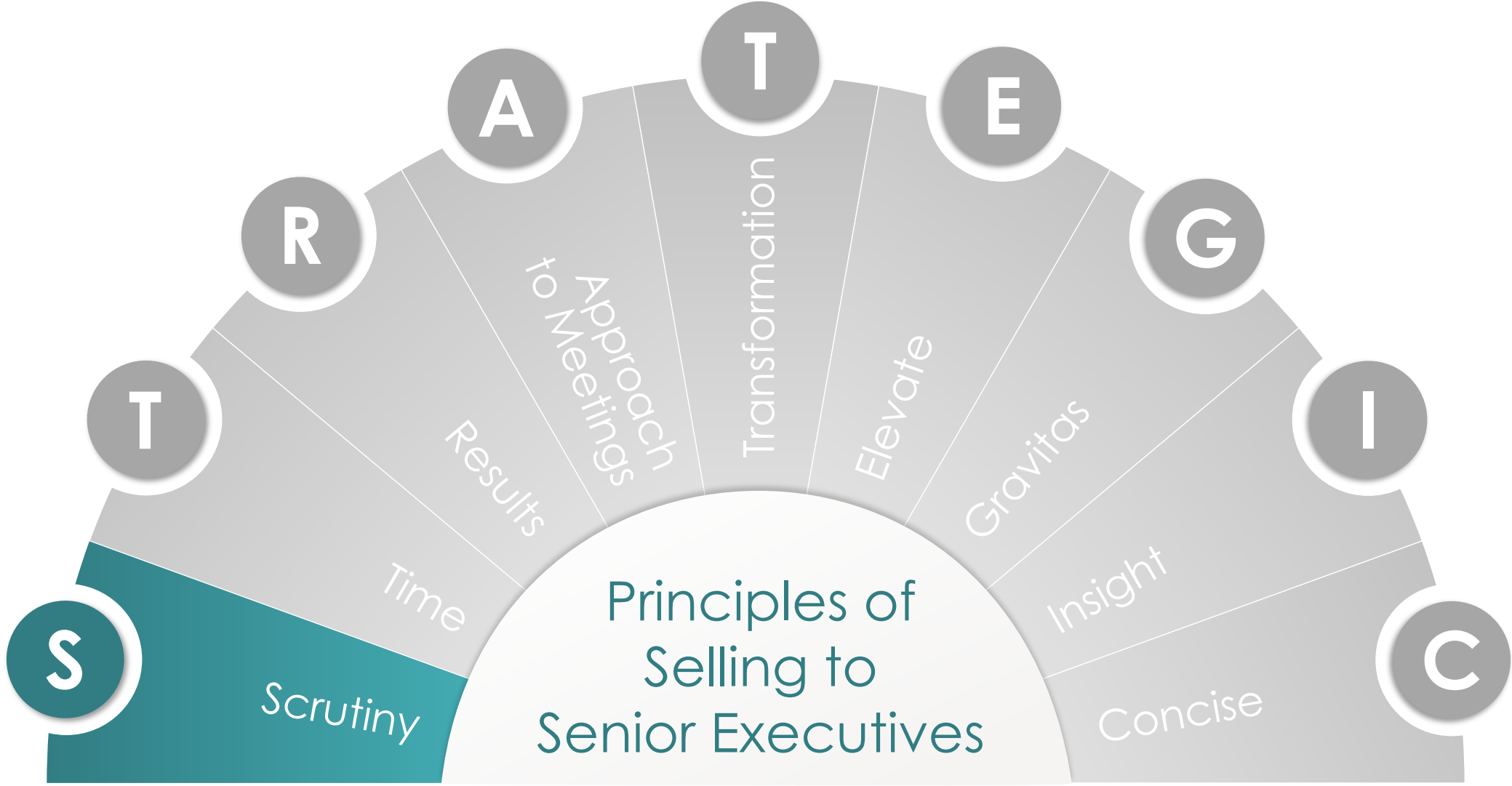
- Discovering, understanding, and confirming need
- Listening
- Telling good stories
- Crafting compelling solutions

Driving the Sale

- Overcoming objections and problem-solving
- Making a financial and overall value case
- Presenting and educating across the sales cycle

9 Principles of Selling to Senior Executives





Scrutiny



How you approach senior executives



How you lead conversations



How you interact before meetings



Whether your solution will perform as described



How you start and run meetings



Whether your impact or ROI case will hold up



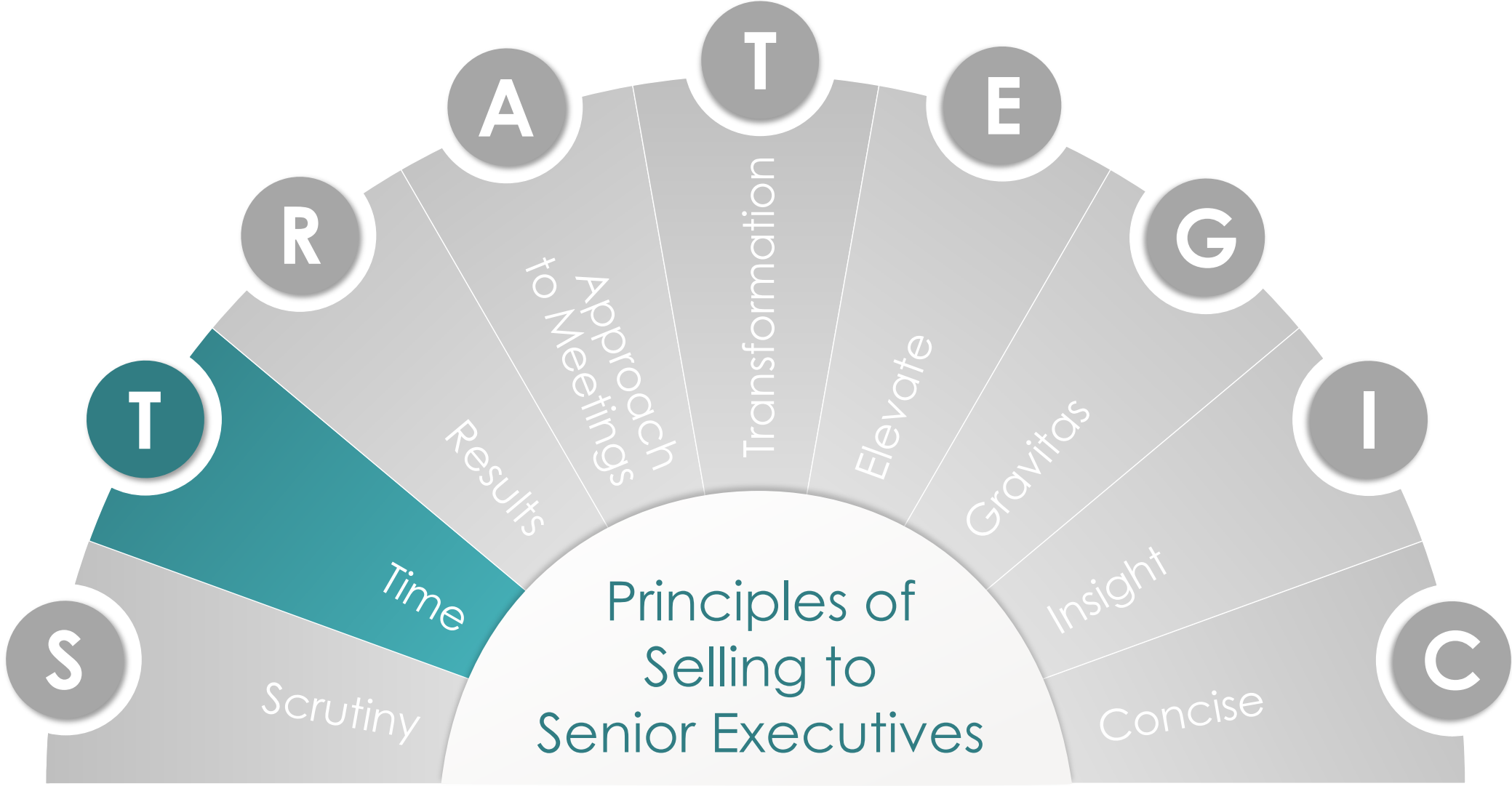
What you do between meetings



If you're the right company to partner with

How to Pass the Scrutiny Test

- Lead with curiosity; ask good questions before and during
 - Goal for the meeting
 - Priorities
 - What kind of results are needed for success
- Be prepared to change course
- Align capabilities to higher-level goals
- Know the answers to hard questions (e.g., how initiative could fail, ways to overcome past challenges, etc.)
- Leave marketing talking points at the door (customize!)



Time

Time is more
difficult to get



You must work harder to
get time and often do
more with less of it

Executives are on a time
pressure clock

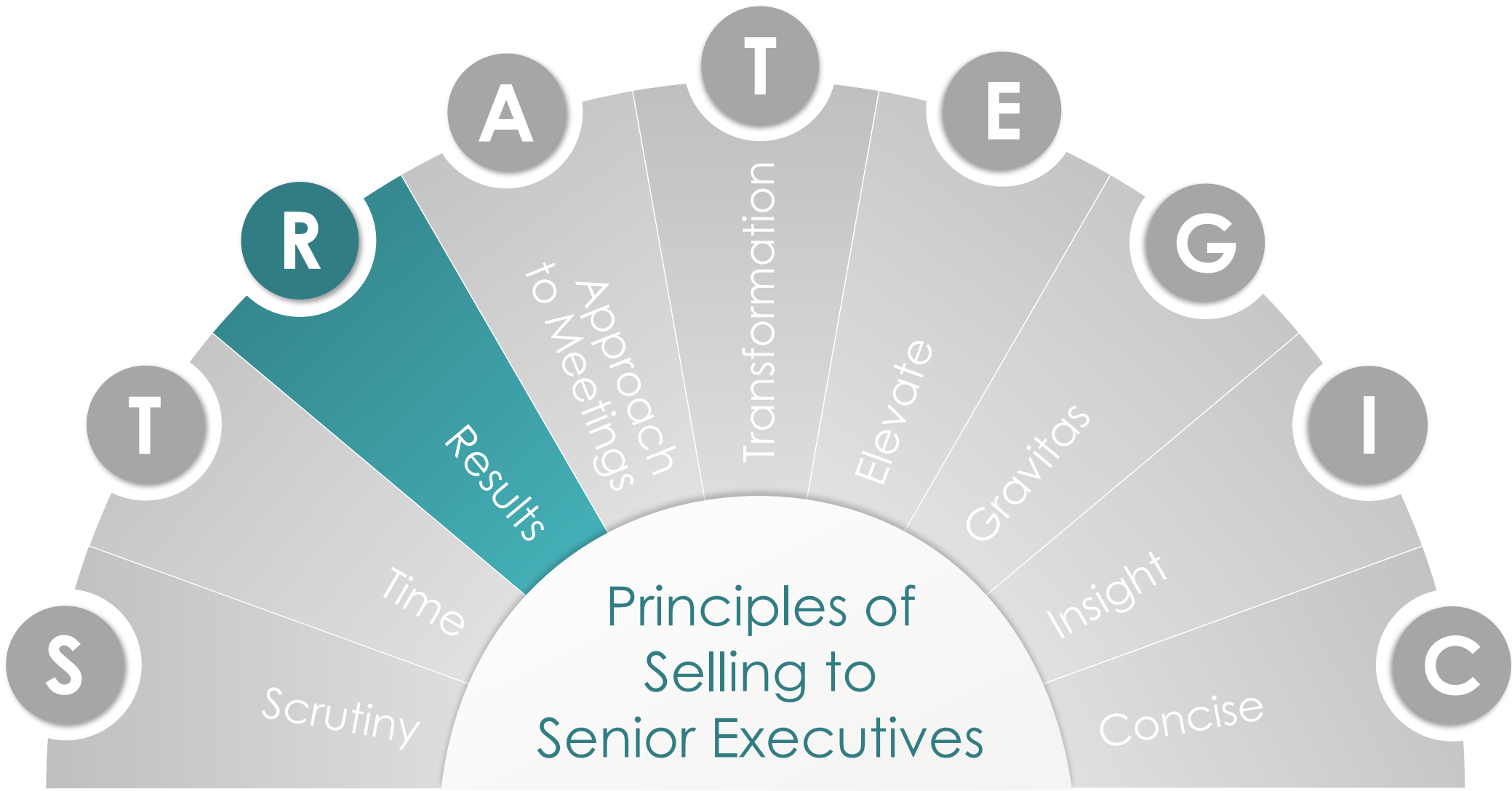


You must be highly
responsive with quick
turnarounds

Sellers believe time isn't
available



Time is available; you must
believe you are agenda
and relationship worthy





Hurdle Rate

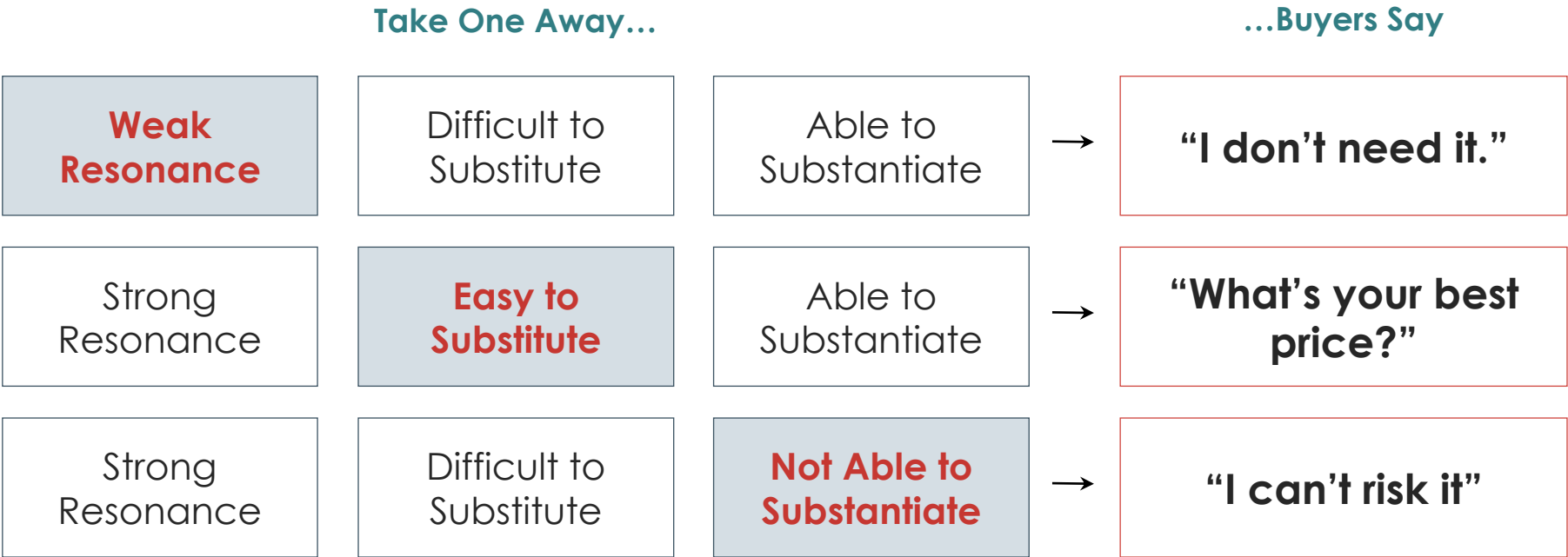
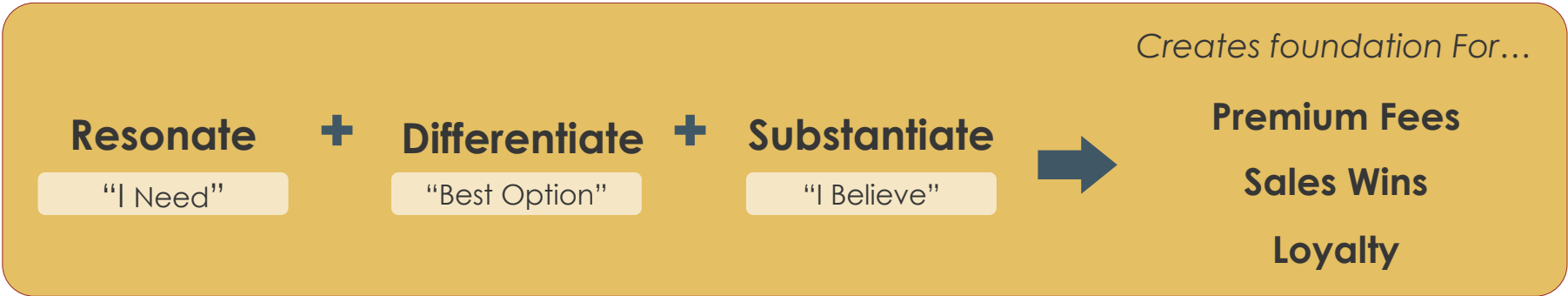
The minimum return on investment or impact required for an executive to prioritize and invest time and resources into an initiative.

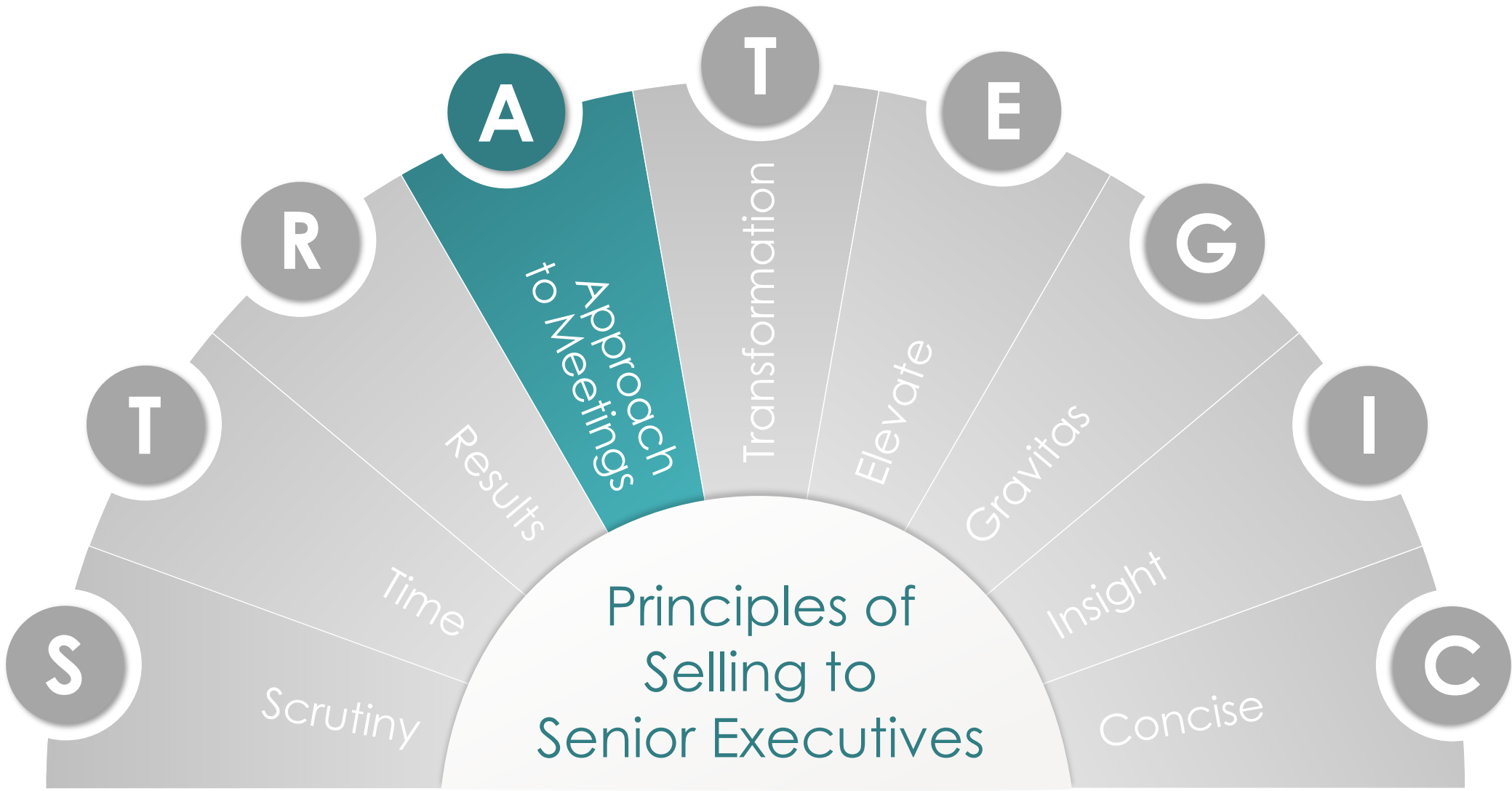
Hurdle Rate

- Ask, “For an initiative like this to become a top priority for you, what level of financial impact would it need to drive?”
- Customize your value proposition
- Build a compelling impact case for how your solution will meet or exceed that benchmark
- Quantify the business outcomes and ROI in terms that resonate with the executive’s goals



Collection of Reasons Why Buyers Buy





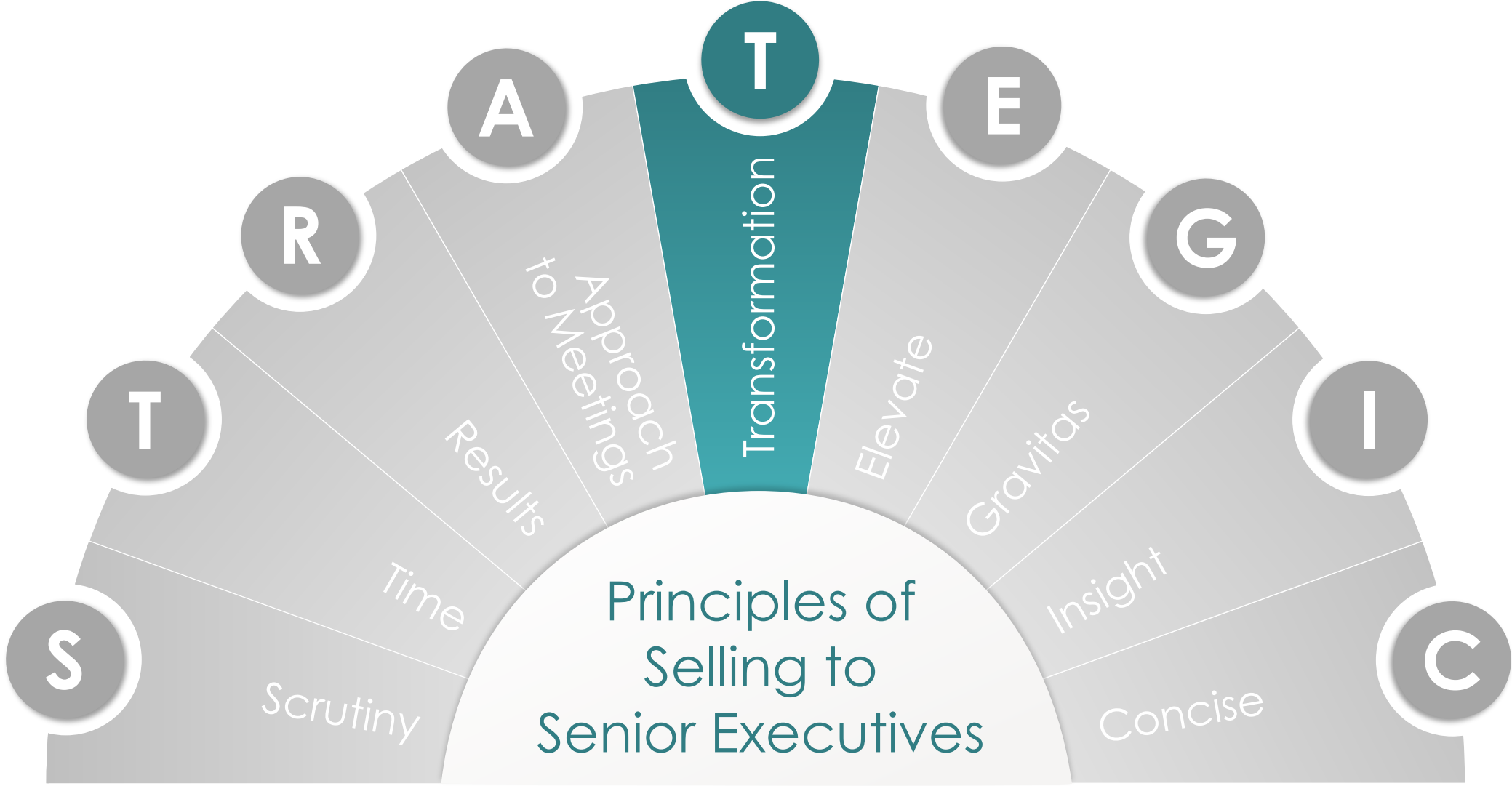
Who Set the Meeting?

Seller-Driven Demand

- Pique interest
- Burden of demonstrating the reason for the meeting falls on the seller
- Bring needs to the surface: *explicit* and *latent* needs
- Clarify, define, and communicate the impact
- Balance advocacy and inquiry; don't turn it into an interview
- Check in for resonance

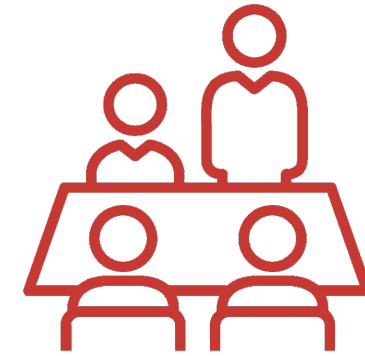
Buyer-Driven Demand

- Buyer has an explicit need
- They already know something about you
- Burden is proving why you're the best option to help them
- Explore the need, other needs, and issues creating and surrounding those needs
- Differentiate from the competition
- Demonstrate impact
- Build trust with the executive



Transformation

- Help senior executives see, feel, and know the change—and how you will help drive it
- Prove to senior executives that they, their solutions, and your company are critical to the transformation effort
- Your impact must exceed the senior executive's hurdle rate



Executives consider **less than one fifth** of the meetings they have with salespeople to be valuable.

Advantages of RAIN Group Approach

- ✓ Research-based, Proven IP
- ✓ Superior Education Sticks, Works
- ✓ Minimum Time Out of Field
- ✓ Execution Assurance Drives Change
- ✓ Your Selling Method Embedded
- ✓ Global Delivery Scale

Current State

Strategic

- Failed training doesn't drive change or results
- Aged, ineffective, incomplete content
- Partners not dedicated to our success

Financial

- Too much time out of field for training
- Excessive travel cost
- Too difficult / expensive to embed a method

Training Approach

- Training doesn't drive needed skills
- Difficult to tailor, build program just right for us
- Training is boring, lack of engagement



New Reality

Strategic

- Execution Assurance drives change, results
- Research-based, field-tested, complete method
- Obsessive focus on Client Results

Financial

- Minimum time out of field
- World-class virtual approach blended with ILT
- Embedded, durable 'our way of selling' method

Training Approach

- Competency-based approach with certification
- Built for easy, fast tailoring
- Engaging, interesting, client-centric training

Measures of Success

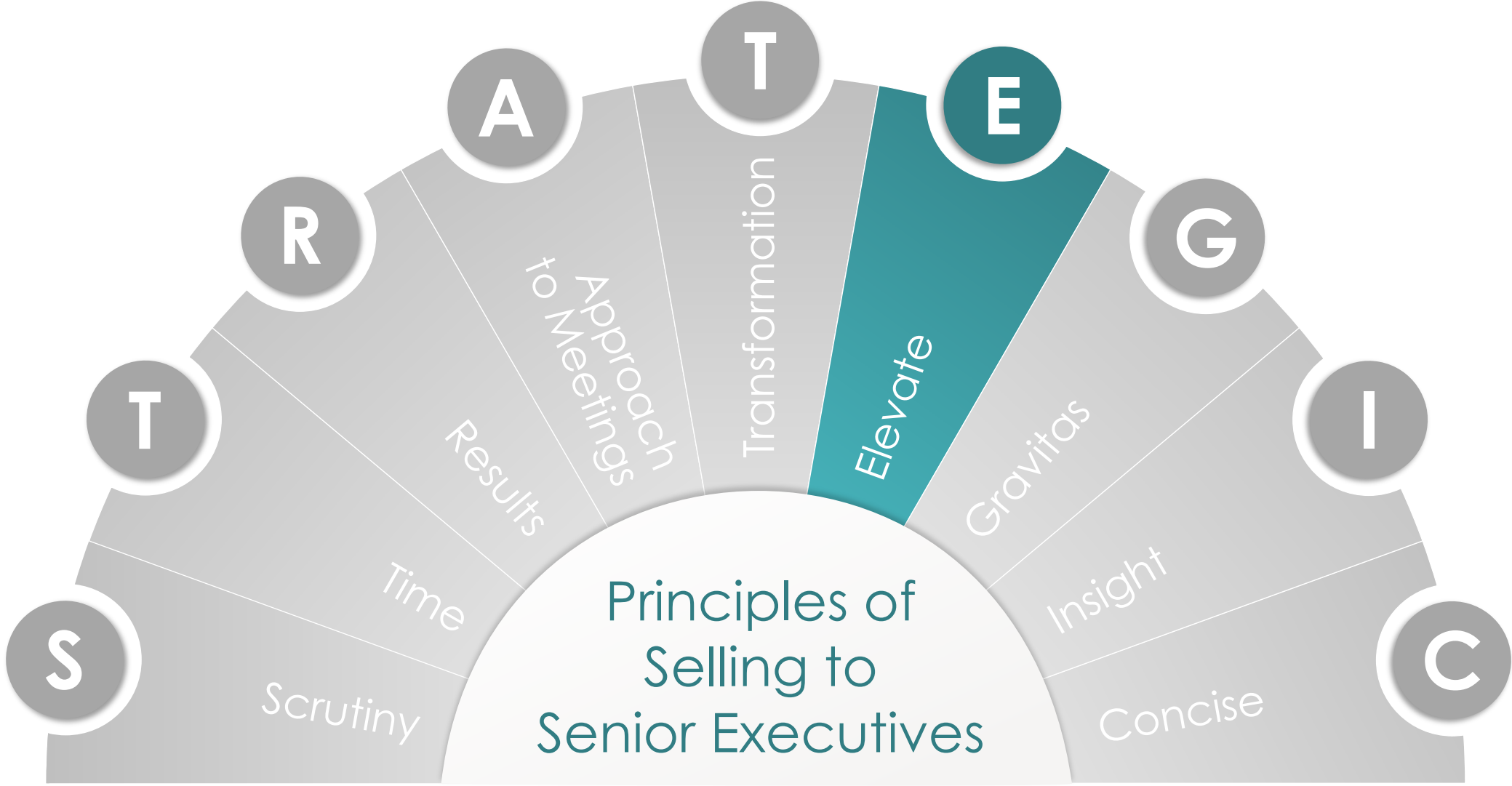
Win Rate ↑ 11%

AOV ↑ 6%

Quota Achievement ↑ 15%

Pipeline ↑ 2X

Account Growth ↑ 30%



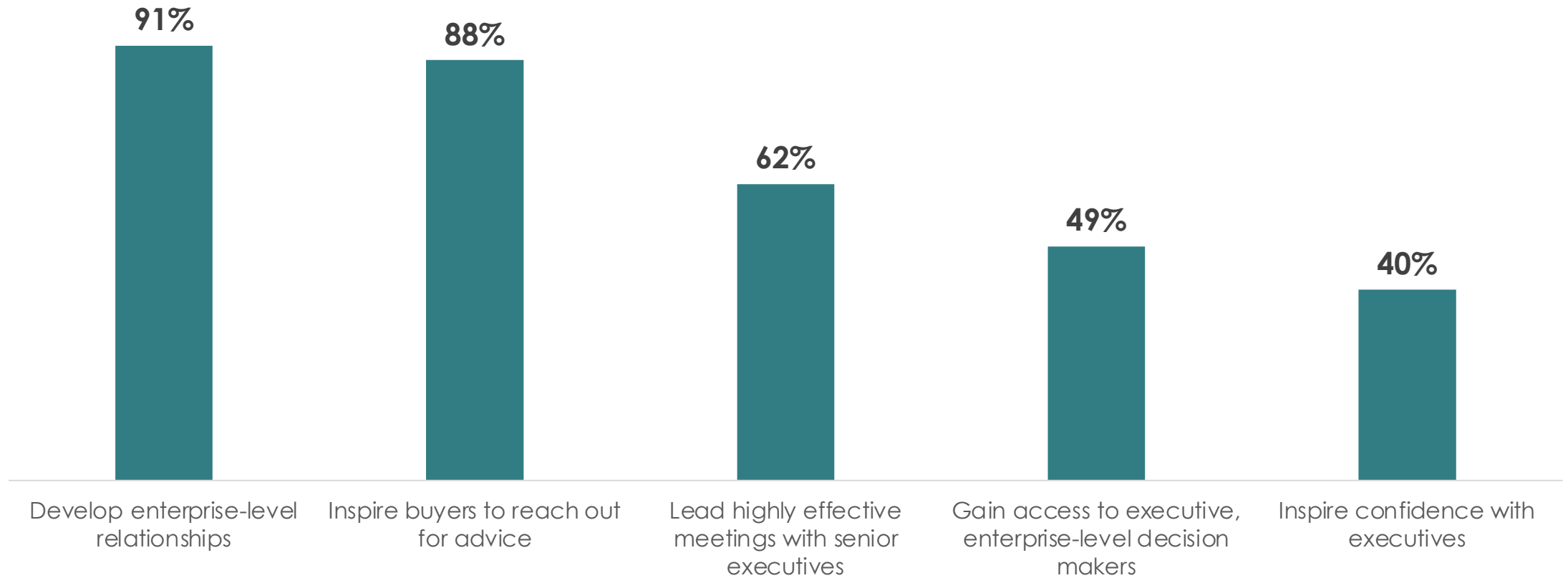
Elevate

- Align to higher organizational priorities and be prepared to pivot accordingly
- Focus on results, change, time, risk, alternatives, and investment rather than tactical details
- Demonstrate expertise in solving complex business challenges
- Outsell your competition

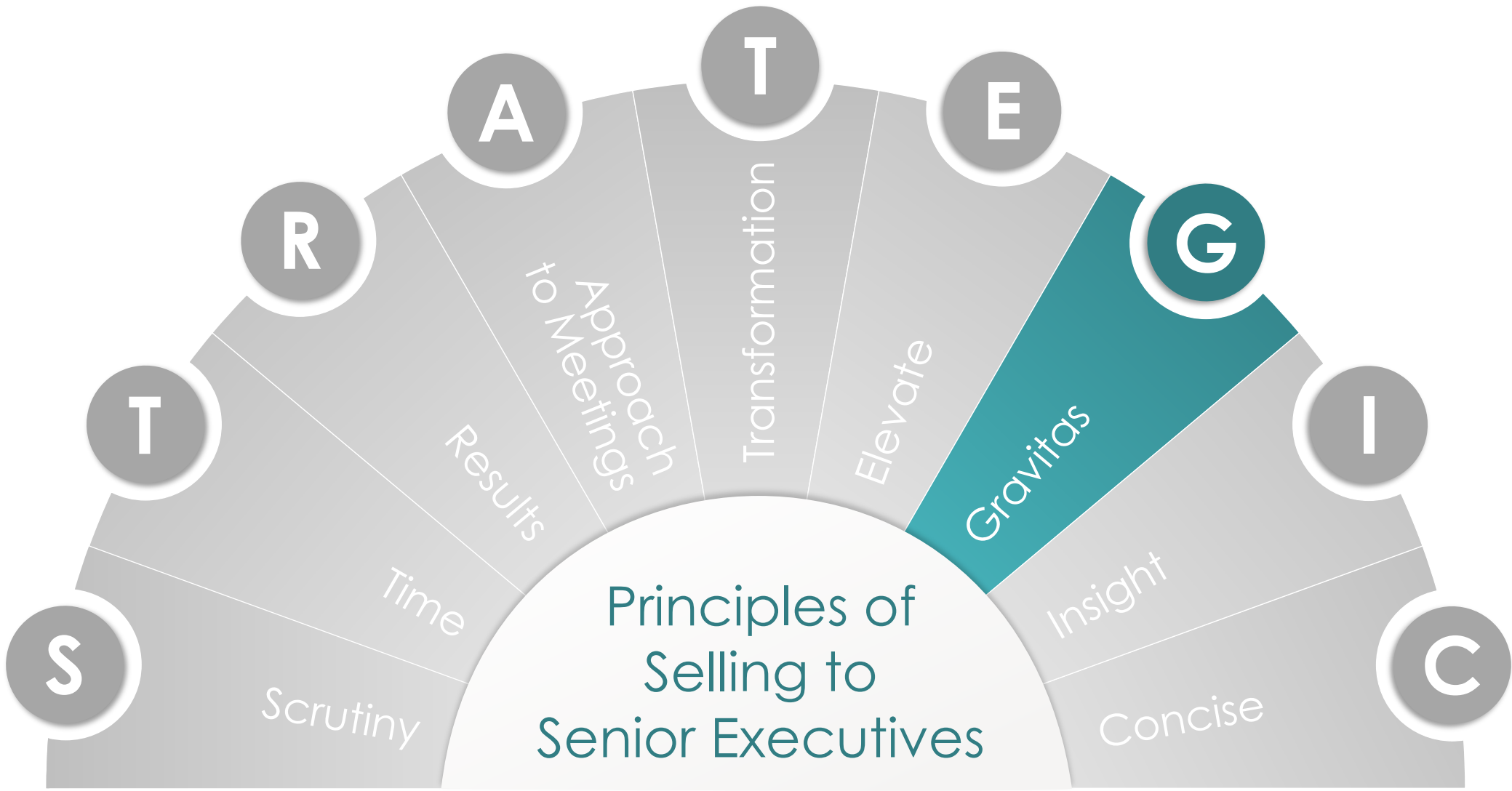


Top Performers Excel with Senior Executives

Top-Performing Sellers are more likely than The Rest to...
% more likely



RAIN Group Center for Sales Research, The Top-Performing Seller.
RAIN Group Center for Sales Research, Top Performance in Strategic Account Management.



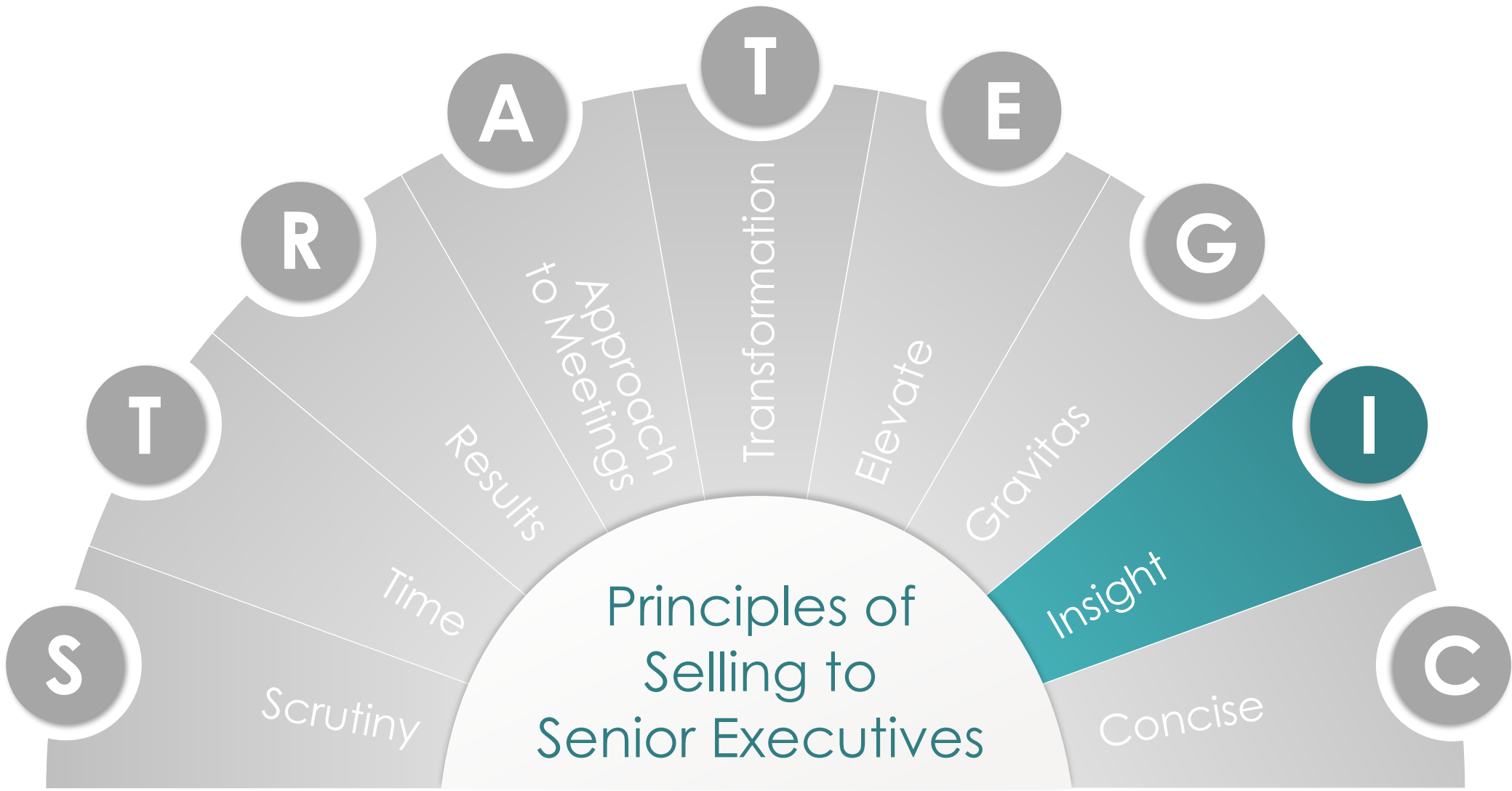
Battling Confidence Issues



Gravitas

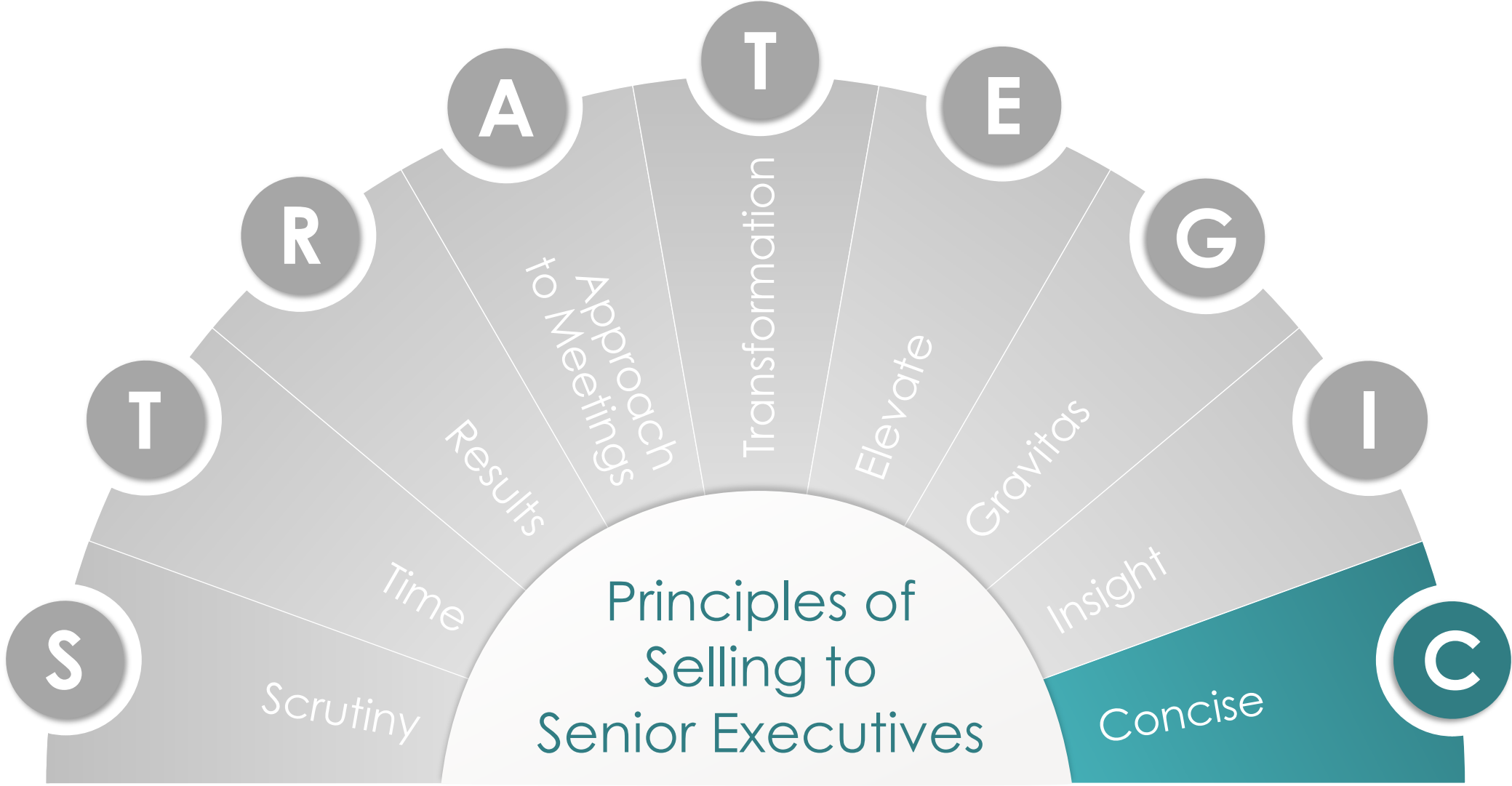
- Develop self-awareness
- Think strategically
- Hone communication skills
- Project confidence
- Act professionally
- Embrace continuous growth





5 Cases Every Seller Must Make

The 5 Cases	The 4 Ws (and 1 H)	Phrases to Complete
Priorities	The What	“Do this, not that.”
Approaches	The How	“...this way, not that”
ROI	The Why	“...because”
Decisions	The When	“Act now, not later.”
Partners	The Who	“...with us, not them.”



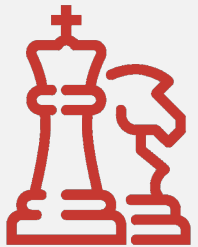
Concise



Use stories and examples
to make your ideas stick



Focus on clarity
and brevity



Focus on high-level
strategic narrative
linking your offerings
to their objectives



Know when to
elaborate vs. when
to get to the point

Connecting with the 6 Personas



9 Key Principles of Selling to Senior Executives

**Seat at the
Table**

Scrutiny
Elevate
Gravitas

Outcomes

Results
Transformation
Insight

Diligence

Time
Concise
Approach





Poll

What is your biggest hurdle when it comes to selling to senior executives?

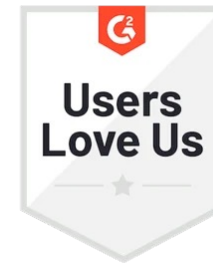
- Scrutiny
- Time
- Results
- Approach to Meetings
- Transformation
- Elevate
- Gravitas
- Insights
- Concise

Train Your Sellers to Master Executive-Level Sales

with Selling to Senior Executives

Your sellers will learn to:

- Adjust their sales approach to sell to the C-suite
- Adapt to the buying styles and preferences of senior executives
- Align with executive priorities
- Earn the trust and confidence of senior executives



Request a Consultation

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Thank you!
