

# Executive Link

**ISSUE** Your sales team is losing valuable revenue opportunities to your competitors. Your products are better and your services are better, but they still do not win as often as they should. This is impacting your top line and bottom line growth. You are missing revenue projections, which, is not allowing you to grow and invest in future developments.



Manufacturing



Public Sector



Healthcare



Financial Services

#1  
Sales Scenario

#2  
Differentiation

#3  
Evaluating Sales

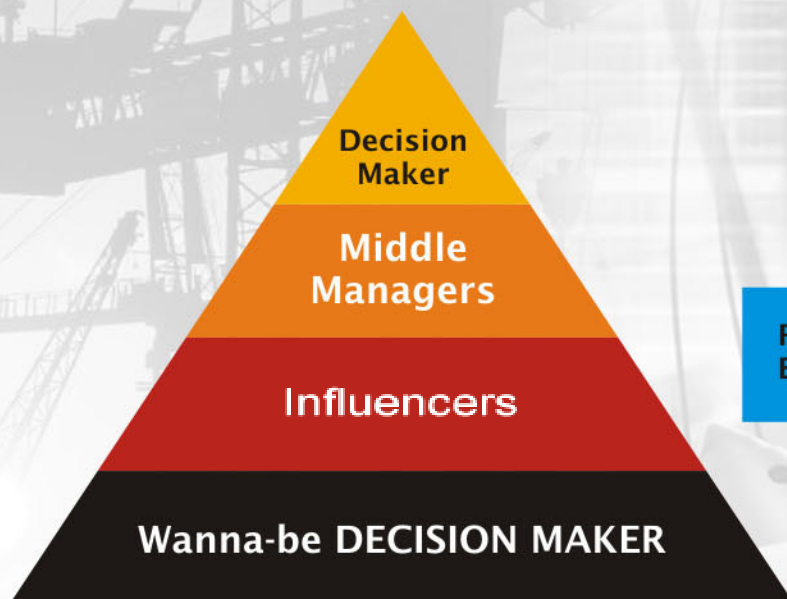
#4  
Training

#5  
Competitive Sales

**SOLUTION** Most selling is done based on relationships. People buy from people they like, but will buy more from people they respect. The only way decision makers will respect a sales person is if they can understand and relate to their issues. If your team can build a "Trusted Advisor" relationship with their prospects your competitors will be at a huge disadvantage. Your team can close sales while the competition is fumbling around trying to decipher issues at the bottom levels of the organization. If you are losing sales, it's your competitors who may be building the executive relationships. EXECUTIVE LINK will give your team the knowledge they need to gain creditability with decision makers. It will be easy for them to discuss trends in the market and relate to the business issues executives face on a daily basis.

**WHILE ROI** will vary consider:

- ✓ What is the value to your organization if your sales people were able to close just 1 additional account per quarter due to their ability to form a strategic relationship at the executive level?  
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- ✓ How much would you add to your bottom line by increasing your winning percentage by 10 to 20% or more?  
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**First to the top wins!  
Build Executive Relationships early.**

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