

## 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.