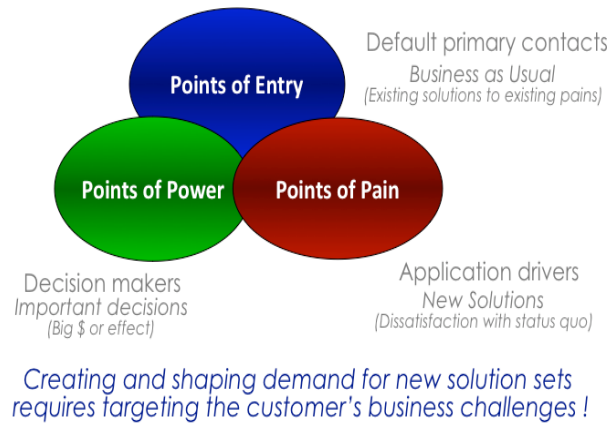


To be effective, top executives must address the complex challenges and opportunities surrounding their industry and business. This reality of business creates tremendous opportunities for the Business Value Selling organization to add value to customers. It also creates new avenues to approach an account differently which, when done effectively, will help the salesperson differentiate themselves, gain access to the executive suite, speed-up executive decisions to move forward on proposals, and develop stronger C-level relationships.

Penetrating Accounts - New Points of Entry

There are three approaches into an account:

- **Points of Entry** – the traditional function(s) and audience we regularly call on
- **Points of Power** – the top executives of any business (or the leaders of any service-providing agency, as in the Public sector)
- **Points of Pain** - “owners” of the pain points impacting the business; often Line of Business (LOB) Leaders



Busy customer executives and LOB leaders typically do not know, nor do they care to learn, the seller's industry acronyms, or the technical language and aspects of your offering. To engage this audience, it is more important to know their business model, the terminology common to their industry and business, and their *Business Change Imperatives (BCIs)* – their business drivers, challenges and points of pain. In other words, to gain their attention and to win their trust and business, it is critical to talk to them about what they care about.

Addressing Customer Business Change Imperatives - What Executives and Leaders Care About

When approached by a potential business partner (or vendor), executives seek to know the following about any solution that the seller would propose:

- Will it grow sales and profits?
- Will it reduce costs dramatically?
- Will it gain me a competitive advantage?
- Will it minimize my downside risk?

To be effective creating and shaping demand for his/her offerings, and to make the sale, the seller must address those questions and also prove to customer executives the compelling business proposition behind the offer; i.e., how does the proposed solution address their BCIs.



Improving business results is the prevalent theme!

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