

Selling to Executives Public Workshop

For Greater Success Engaging with Executives

June 3-4 in Atlanta, Georgia

Whether you are a professional salesperson, an account or relationship manager, or a professional services representative, you will want to join us on June 3 and 4 for this first-time offering of the *Selling to Executives* public workshop.

The workshop features two highly acclaimed executive consultants: Paul Aldo, who has reshaped the executive presence of executives and senior managers around the globe, and Steve Bistriz, developer of the worldwide **SellXL**[®] training program and a recognized author and lecturer in selling at the executive level.

This blending of expertise in Executive Presence Development and Selling at the Executive Level will help sales professionals:

- Identify the *relevant* executive for sales opportunities
- Gain access to relevant executives
- Engage more effectively with executives
- Establish credibility with executives and become perceived as a *trusted advisor*

Attendance at the workshop is limited so you'll want to reserve your space now. **There is a 15 percent early bird discount for registrations through May 23.** The workshop will be held at Regus - Summit Perimeter located at 3003 Summit Boulevard (across from Villa Christina) in Atlanta, Georgia, 30319.

Sales professionals who attend will become more influential and persuasive, establish credibility with executives, engage more effectively with them and have more productive conversations. They will also be better able to create, maintain, and leverage relationships at executive levels in client organizations, learning to become perceived as a *trusted advisor* to the executive, thereby securing return access.

For more information about the workshop and to register, go to <http://www.sellxl.com/Registration.php>.

Register Now for *Selling to Executives*

June 3-4, 2008, Atlanta, Georgia

Register Early - Seating is Limited

**** Special Pricing through May 23 ****

June 3-4	Selling to Executives	\$1295.00
	Early Bird Price - by May 23	\$1095.00

About the Consultants



Paul Aldo is the founder and President of Executive Performance Solutions, an Atlanta-based executive consulting firm focused on executive presence development, executive communications, and executive coaching.

Paul has held executive positions with Ernst & Young, GE, and Intellinex. His academic credentials include a Ph.D., and M.S., M.A., and B.S. degrees. He frequently writes and speaks on executive development and workplace performance, with his book on executive presence scheduled for publication later this year. You may contact Paul at (404) 460-5460 or by email at paul@executivepresence.com.



Steve Bistriz is founder and president of Learning Solutions International, an Atlanta-based sales training and consulting company that helps professional salespeople do a better job of creating, maintaining and leveraging relationships with senior-level client executives.

Steve is one of the foremost authorities on the subject of selling, and combines a unique background of over 30 years of sales and sales management experience with a doctorate in adult learning from Vanderbilt University. Steve is a recognized author and lecturer on selling at the executive level. You may contact Steve at (404) 256-1801 or by email at steveb@sellxl.com.

Selling to Executives Public Workshop

June 3-4 in Atlanta, Georgia

Selling to Executives is for professional salespeople, account and relationship managers, and professional services representatives. This two-day workshop will focus on the following key areas:

- Identifying the *relevant* executive for sales opportunities
- Gaining access to relevant executives
- Engaging more effectively with executives
- Establishing credibility with executives and becoming perceived as a *trusted advisor*

Day 1 – Executive Presence Development

This informative, engaging, and interactive session teaches you how to become more influential and persuasive, establish credibility with executives, engage more effectively with them and have more productive conversations. Using a three-stage interpersonal presence model, illustrative visuals, and video clips, you will see how executive presence is interpreted and understood by your audience, why it is so important for your leadership and sales success, and the specific things you can do to improve your expression of it. The workshop includes a participant guide and handouts.

Executive Presence Objectives

At the end of day one, participants will be...

- Better at creating executive messages and selling their ideas
- More effective when conversing with executives in meetings, presentations, and one-on-one
- Better at managing conflict and difficult conversations
- More confident and comfortable in executive settings

For additional information about executive presence development, contact Paul Aldo at (404) 460-5460 or by email at paul@executivepresence.com.

Day 2 – Selling at the Executive Level (SellXL[®]) Workshop

Selling at the Executive Level is a one-day intensely interactive workshop that helps professional salespeople and account and relationship managers create, maintain, and leverage relationships at executive levels in client organizations. Based on findings from research with C-level executives, **SellXL** makes a unique contribution to the sales profession that is empirically accurate and culturally sound.

Learning is supported through the application of a compelling business case about a global manufacturer whose market positioning is driving new corporate initiatives and the competing agendas behind the scenes. Participants are then able to apply the process to real client situations.

SellXL[®] Objectives

At the end of day two, participants will be able to...

- Select the *relevant* executive to call on for the sales opportunity
- Develop the best approach to use to make their initial call on the executive
- Determine how to become perceived as a trusted advisor to the executive, thereby securing return access
- Describe and communicate their value to the executive on an on-going basis, using the client's metrics

For additional information about selling to executives, contact Steve Bistriz at (404) 256-1801 or by email at steveb@sellxl.com.

Workshop Location

Regus - Summit Perimeter
3003 Summit Boulevard
(across from Villa Christina)
Atlanta, Georgia, 30319
404.460.5000

For more information about the workshop and to register, go to

<http://www.sellxl.com/Registration.php>