

“Selling” to the C-Suite



The 9 principles everyone should buy into when the C-Suite isn't buying it

Can you sell to the C-suite? The fact is that no matter how experienced you might be in sales and how many millions of dollars in revenue, margin or commissions you've generated... you *cannot* sell to the C-Suite. But they can *buy* from you – and there's a difference. Watches and cars can be “sold” but your business to business products and services can only be bought. So how can you get into absolute alignment with the C-suite in order that they want to purchase from you and your company?

No. But they can and will buy from you when understand the 9 Principles...

- The power of not knowing
- The power of self knowledge
- The power of acceptance and non-attachment
- The power of pure alignment
- The Power of Conversation
- The power of the value proposition
- The power of progressive selling
- The Power of integrity
- The Power of Trust



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Selling to the C-suite is taught nationally and internationally as half-day seminars and 1 and 2 day workshops. Inquire online @ www.smithgrowthtraining.com or contact SGP's Baltimore office at 410-235-7004