

How to Get C Level Executives Interested in Your Proposal

By Judith Filek—President,
Impact Communications, Inc.

When making a proposal to C level executives, those CEO's, CIO's CTO's, or CFO's, it is necessary to remember, they are only interested in solving their company's problems. Obviously, their bonus depends on it. They are not interested in a sales person who seems to be pushing product. In addition, these are very busy people. They have no patience for those who seem to be making endless small talk and for those who ramble. Their expectation is that the sales person will have something relevant to say right from the get-go.

The mistake that many presenters make with senior level executives is to begin by stating their name and title and the purpose for the meeting. This is followed by a slide showing the agenda and an immediate "drill down" into minutia. This default opening leaves the executive guessing whether the presenter truly understands the issues.

The way one opens a presentation needs to be very carefully thought out. It should demonstrate that the person has done his/ her homework, has a handle on the company's business problems and can provide a terrific solution. It should be delivered in a conversational, enthusiastic manner. There are five key elements for a powerful opening statement.

- 1. Begin by sharing your understanding of what is going on in the customer's world right now and the company's corporate vision.** Information about the company's business drivers can be gleaned from your client contact, newspaper articles or the company's annual report to their shareholders. The more a salesperson can verbalize the initiatives that are a priority to the executive, the more the person grabs the CIO's attention.

- 2. Next identify the problems that make achieving the corporate vision difficult or impossible and the effect of those problems on the ROI.** For example, perhaps, the customer's phone lines are outdated or production costs have risen dramatically. When the salesperson identifies not only the executive's problems, but what it costs the company in time, money or results for not addressing them, the sales person gets the executive's attention.
- 3. Now introduce your recommendation in broad sweep terms-not in details.** Generally speaking, what is the solution for the customer? For instance, a speaker might say: "Our internet portal will dramatically improve traffic to your web site."
- 4. Follow this by telling the executive the benefits of the solution, again in very general terms.** Obviously, without immediately seeing the benefit of the proposed solution, the executive will lose interest. It's a mistake to think the executive will make the link. As with the recommendation, the benefits should be generally stated. The time to go into detail about the recommendation and the benefits is in the key points of a presentation. C level executives are particularly eager to hear about solutions that affect the bottom line and help the business to grow, more so than anything else.
- 5. Finally, a good introduction previews the key points.** Everyone loves to know what is coming next. A slide showing the agenda assures the executive that the sales person will be going into detail about issues that will help the executive team make an informed decision.

Continued on page 2

If the speaker's opening remarks have been relevant, C level executives will be curious about what follows next. They will pay careful attention throughout the presentation. Careful attention to opening a presentation will be worth any speaker's effort.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. When you have to have impact phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.