

EXECUTIVE-LED CURRICULUM

About Executive Conversation



A GLOBAL LEARNING AND CONSULTING COMPANY TO HELP YOU SUCCESSFULLY SELL BUSINESS VALUE

See the challenges of improving business performance from the other side of the table — where your customer sits — and understand how investment decisions are made after your sales team leaves the room. Our comprehensive Executive-Led Curriculum is specifically designed to develop an organization’s ability to sell solutions for their power to transform a customers’ business.

CLIENTS

AT &T
Beckman
Coulter
Career-
Builder
Cisco
Honeywell
HP
Intel
Polycom
Prudential
Royal
Bank of
Canada
SAP
Unisys
Xerox

“Executive Conversation delivered for us. We have a senior team here, yet again and again I kept hearing that the sessions were the most valuable training they’ve ever had. Better still, we’re now seeing clear wins from applying the skills taught.”

Dave Castellani, SVP of Sales, Prudential Retirement

Learning to Sell With Buyer’s-Side Perspective

To achieve your learning objectives, we assess your team’s capability levels in the five chief competencies required to effectively position business impact. We then map a customized, blended learning strategy to address skill gaps and deliver measurable results. Features of our engagements include:

- ▶ **Multi-lingual, Multi-cultural**
We’ve successfully delivered sessions in over 60 countries and offer our services in 5 languages.
- ▶ **Manager-coach development**
Workshops and coaching kits to support manager’s in driving skills adoption.
- ▶ **Customization**
Our dedicated Client Services practice specializes in adopting our learning framework to your needs and existing sales processes.
- ▶ **Working on actual accounts**
Your team will work on actual accounts and opportunities to accelerate return on investment.

EXECUTIVE-LED CURRICULUM FOR:

- Direct Sales** ▶ Sell your solution’s business impact with our marquee Executive-Led workshops
- Channel Performance** ▶ Optimize channel resources dedicated to selling your solutions
- Public Sector Sales** ▶ Align your solutions with Federal, State & Local and Education sector service goals
- Manager Coaches** ▶ Equip your managers to optimize Executive-Led Learning across your organization
- Key Accounts** ▶ Realize revenue targets with your largest, most valued accounts
- Specific Solutions** ▶ Translate features and benefits into customer business performance gains
- Custom Initiatives** ▶ Catalyze success with services tailored to help execute your specific initiatives

Blended On The Job And Workshop Learning Components

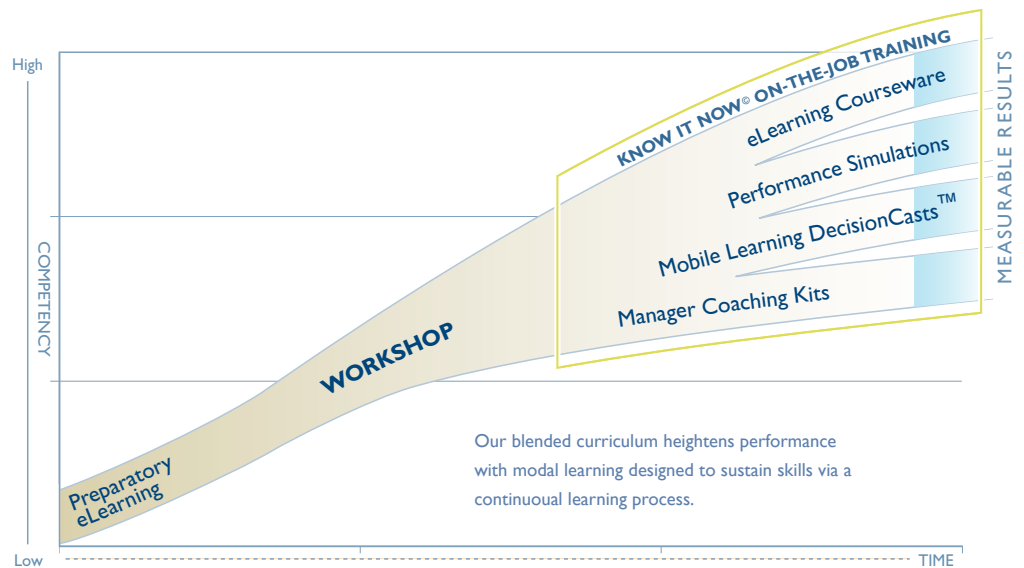
Each Executive-Led workshop, online course, performance simulation, manager coaching kit and mobile learning component is part of a broader, intergrated learning framework designed to enable you to maximize learning while optimizing return on investment. Your team will build confidence and credibility to articulate the business value of your solutions with customer financial decision makers and executives.



BLENDED LEARNING CURRICULUM

Extended Impact

- ▶ eLearning courseware for pre-workshop preparation
- ▶ Executive-led workshops for buyer's side perspective
- ▶ eLearning courseware to reinforce workshop skills
- ▶ Performance Simulations to provide opportunities to apply skills
- ▶ Mobile Learning DecisionCasts for on-demand access to topical tutorials
- ▶ Manager Coaching Kits for top-down skills reinforcement



End-To-End Learning For Roles Throughout Your Organization

All curriculum components, workshops and online courses alike, are designed to coalesce in learning mixes appropriate to the various role players on your team. We enable your sales, marketing, management and leadership professionals' continuous growth and excellence at every level. Benefit from a structured and comprehensive progression of learning experiences, blended to integrate Executive-Led workshops and a full array of distance-based learning.

- ▶ **Executive-Led Workshops** Led by a seasoned, highly regarded team of Executive Instructors who have all been on the buyer's side and responsible for sizable budgets and investment decisions.
- ▶ **Multi-generational relevance** built-in to meet the needs of younger workers. Components can stand-alone or be custom-blended to provide a highly effective, seamless learning framework.
- ▶ **Modal delivery options** to align with the various roles, skill levels and schedules in your organization.

Your team will become successful at engaging financial decision-makers and customer executives to credibly articulate the business value of your solutions. We deliver measurable results via assessments, ROI reporting and other metrics meaningful to your initiatives.

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