

EXECUTIVE-LED CURRICULUM

Executive Focused Selling for Public Sector Sales


ALIGN YOUR SOLUTIONS WITH PUBLIC SECTOR SERVICE GOALS

By and for the people: Members of your sales and marketing teams strengthen ability to engage and accelerate revenue growth with Federal, State & Local government agencies and educational institutions. Our Executive Instructors — experienced and proven leaders from the public sector who have been decision-makers on the buyer’s side — show your team the right way to close deals by understanding the needs of public sector organizations.

“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

AVAILABLE BLENDED LEARNING ENHANCEMENTS

EFS Direct workshops are part of a broader, extended learning framework to optimize and sustain the impact of our executive-led curriculum. EFS Direct is designed to integrate with:

- ▶ eLearning preparatory courseware
- ▶ eLearning reinforcement courseware
- ▶ EFS Manager Coach workshops
- ▶ Performance simulations
- ▶ Mobile learning DecisionCasts
- ▶ Manager coaching kits


**WHO SHOULD
ATTEND**

Sales Management
Account Managers
Field Sales Personnel
Sales Engineers
Consultants
Account Teams
Marketing Teams
Inside Sales Personnel
Solution Specialists

**RESULTS YOU
CAN SEE**

Our Eye for Impact report quantifies your ROI from executive selling initiatives. And our Fluency Assessment delivers pre- and post-learning profiles to track the growth of your team’s skills. Our Executive-Led Curriculum delivers substantial, measurable results.

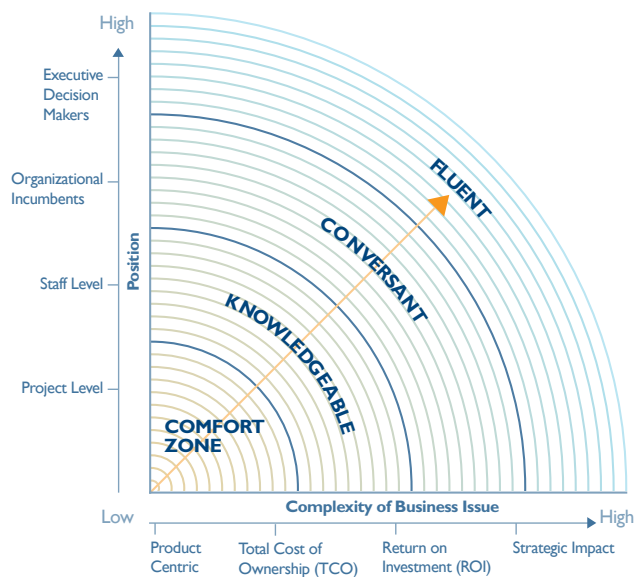
Learning to Play by Different Rules

Re-orient your sales professionals from product-centric selling to Executive Focused Selling. Public sector organizations spend significant sums on goods and services that your sales force can tap into by understanding political constraints and other issues unique to doing business in this space.

- ▶ Understand why public officials buy and how the ways they measure performance differ from the private sector: Increased Performance, Revenue & Fee Enhancement, Budget Predictability, Program/Regulatory Compliance, Public Safety.
- ▶ Learn how to access and efficiently use key resources: Public Testimony, Scorecard Metrics, Budget Documentation, National/State/Local Strategies, Mission Documentation, Funding Trends and Oversight Reports.

BEYOND THE COMFORT ZONE PUBLIC

Our comprehensive Executive-Led Curriculum is specifically designed to develop your organization's ability to sell solutions for their power to transform the way your public sector customers operate.



- ▶ Prioritize initiatives such as Meeting Announced Agency Goals, Complying with Statutory Requirements, Increasing Staff Productivity, Enhancing Revenues and Collection, Reducing Costs, Decreasing Time to Service Rollout.
- ▶ Develop the customer insight required to devise and articulate sales strategies that meet the organizational objectives of public sector organizations.
- ▶ Build your team members' strengths in identifying and creating value propositions that ensure program and regulatory compliance while enhancing revenue.

Gain Valuable Insight From Public Sector Executives

EFS Public Sector allows you to benefit from the experience of accomplished executives who have managed large government organizations. Working on their actual public sector accounts, our Executive Instructor will work closely with your team to develop an action plan and proposal to present to the public sector executives they're targeting. Your sales professionals will engage in role-playing activities and practice effective ways to deliver a major proposal to their public sector executive.

- ▶ Gain executive perspective on prioritizing initiatives to build credible organization alignment and drive sales of your enabling solutions.
- ▶ Link the business transforming value of your solutions to service mandates.
- ▶ Prepare your team for the unique challenges of selling to public sector executives by building understanding of politics and agendas that motivate decision-making.
- ▶ Obtain insight into the organizational imperatives of public sector officials.

Corporate Headquarters

1421 34th Avenue, Suite 300
Seattle, Washington 98122

Global Offices

For additional office locations in the United States, Europe, the Middle East, Africa, Asia and Australia visit conversation.com.

For more information:

Tel: +01.206.325.1015
info@conversation.com