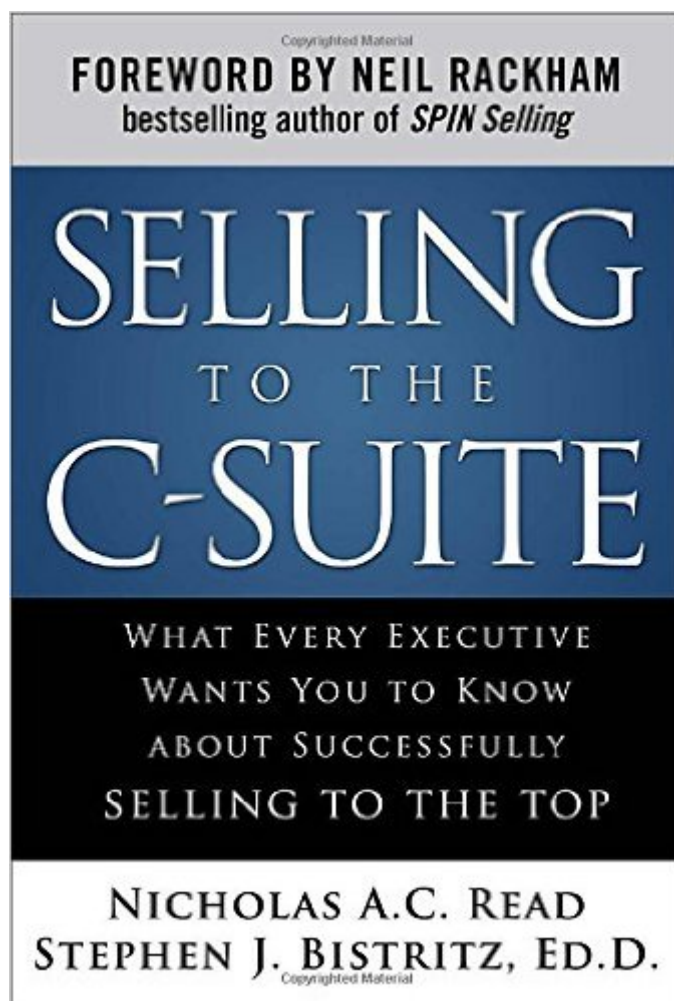


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# Selling To The C-Suite: What Every Executive Wants You To Know About Successfully Selling To The Top



## Synopsis

It's the goal of every salesperson: getting access to senior client executives—the C-Level decision makers responsible for approving top-dollar deals. Selling to the C-Suite is the first book that reveals how to land those career-making sales in the words of CEOs themselves! With 60 years of combined experience selling to corporations around the world, Nicholas A.C. Read and Stephen J. Bistriz, Ed.D., conducted in-depth interviews with executive-level decision makers of more than 500 organizations. One thing they learned might surprise you: leaders at the highest corporate levels don't avoid sales pitches; in fact, they welcome them—provided the salesperson approaches them the right way. Inside this invaluable book, CEOs reveal exactly which sales techniques they find most effective, as well as those you should avoid. Selling to the C-Suite provides all the insight you need to: Gain access to executives Establish trust and credibility Leverage relationships Create value at the executive level It also reveals when executives personally enter the buying process and sheds light on what role they play. Selling to the C-Suite provides field-tested techniques to put you well ahead of the competition when it comes to making those multimillion-dollar sales you never thought possible.

## Book Information

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## Customer Reviews

In tough times, spending limits are always curtailed with the effect that more decisions are made or need approval by someone in the C-Suite. The age old recommendation of "calling high" is therefore of high actuality. Yet many sales people struggle to get access to the senior executives and even more so to hold meaningful conversations at this level. In today's economic environment

this capability gap can become career threatening. « Selling to the C-Suite » by Nicholas A.C. Read and Stephen J. Bistriz offers very practical advice how to close this gap. It is not one of those thousands of books flooding the business book market written in the style of "This is what I did, I was successful, there is no reason it should not work for you." Instead, "Selling to the C-Suite" is packed with research based concepts that have successfully been applied by thousands of practitioners. Instead of looking what people did who were successful to sell to the C-suite, the research focused on how senior executives want to buy. With the concept of the relevant executive, the authors help salespeople to understand exactly what "calling high" means for a particular client. This relevant executive cannot be identified by just looking at an organization chart. The relevant executive is not only defined by his/her high rank but also by his/her high influence. The book gives good clues how to determine this influence. The authors are also helping us to understand, based on their research, when senior executive are involved in a buying decision. It is not when they actually sign the contract.

My good friend, Greg Van Ess, introduced me to "Selling to the C-Suite" to get my take, as a CEO, on the research and suggested approach to selling to C-level executives outlined by authors Nicholas Read and Stephen Bistriz. I gave Greg an interim assessment when I was only about one-third into the book - "this book is `spot on' regarding selling into the C-suite" but, Greg, this book's audience extends far beyond the author's target audience." I have now finished the book and will be more specific, "Selling to the C-Suite" is an invaluable guide for salespeople...and for ALL executives, managers, and professionals "selling" up, down, and across organizations, and for job-seekers trying to land a new position. Extensive research, statistics, case studies and anecdotes (FranklinCovey) show TRUST is a driving force in today's global economy. Read and Bistriz reinforce and tailor this for those selling into the C-suite with their independent, groundbreaking research conducted over ten years with C-suite leaders from 500 diverse companies and government bodies. A successful C-level relationship - open to products, services or ideas - is built around trust. "Selling to the C-Suite" is organized around key research questions posed by the authors (think broadly by substituting employee, manager, job seeker, etc for salespeople and you will see what I gleaned about application):\* When do executives get involved in the buying process for major decisions?\* How do salespeople gain access to executives?\* How can salespeople establish credibility with executives?\* How can salespeople create value at the executive level?\* Is executive buying behavior consistent across cultures?

Let me start out this book review by simply saying that if your job consists of selling to or establishing meaningful relationships with senior executives in large companies, then you NEED and MUST read this book. Not doing so is only cheating yourself and the company you represent. Here's a quick scan of the answers you'll find in the book : \*When do executives get involved in the buying process for major decisions? \*How do salespeople gain access to executives? \*How can salespeople establish credibility with executives? \*How can salespeople create value at the executive level? Bistritz and Read (Authors) have done a wonderful job in not only qualifying how to sell into the 'c-suite', they move beyond the anecdotal and into the empirical by sharing with us the reader how they arrived at their conclusions. The book is based on actual interviews, over 500, done with senior executives. I had several 'holy bucket' moments as I read through the book. Here are just a few: 1) Knowing when and why a senior executive gets involved in the decision making process and also the reasoning behind it. We've all heard the cliché, "By the time most salespeople get involved in a sale, it's too late." This book explains why that's so and how you can avoid the 'late to the party' effect. 2) Understanding what executives want from a salesperson and in what order (i.e., priority). This was quite insightful and quite surprising. Here's a tease: it's not product knowledge or knowledge about your competition that ranks high with executives. 3) What do salespeople have to do in the Internet Age to remain relevant to senior executives?

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