



NCSC Gartner Training Series: Selling to the C- Level



Who are c-level executives?

- A C-level executive holds a **senior role** within a company. In general, the “C” designation applies to those who are the absolute head (at the strategic level) of their team — the chief.
- Some best-known **C-level execs** include the chief executive officer (**CEO**), chief operating officer (**COO**) and chief sales officer (**CSO**).
- They work together to **determine the best strategies** for all important issues and decisions that affect the company at its highest level.



What do executives care about?



Corporate Objectives

Specific, realistic and measurable goals which an organization plans to achieve within a given period.

E.g., increasing company revenue by 30% in 12 months.



Mission Critical Priorities

The crucial business issues that a C-level executive must execute successfully for maintaining the vitality of the company.

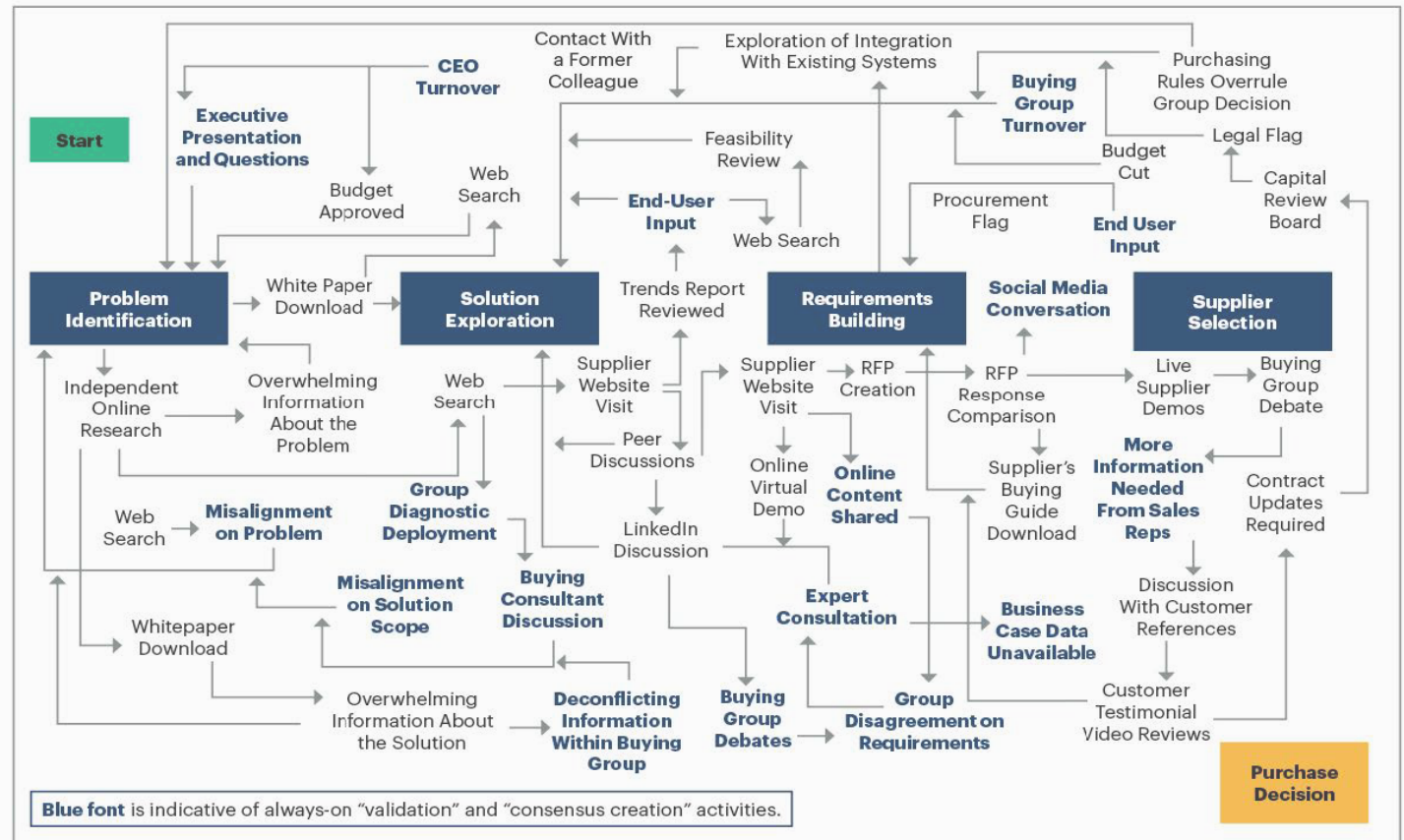
E.g., as the CMO, contributing \$10 million to revenue growth by the end of the year.

The B2B buyer journey is complex

C-level executives juggle many priorities on top of an already complex buying journey.

How can you, as a salesperson, simplify the buying process for Gartner prospects?

Complicated B2B Buying Journey
Illustrative



Source: Gartner
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What do executives care about?



Giving

“I can get you a lot more information on that.”

PRIMARY STRATEGY

- Believes comprehensive information is generally better
- Promptly responds to customer requests for information



Telling

“Let me tell you what you need to know.”

PRIMARY STRATEGY

- Shares own perspective with buyers
- Bases information on extensive personal experience and knowledge



Sense Making

“There is a lot of information — let me help you make sense of it.”

PRIMARY STRATEGY

- Guides customer to evidence
- Prioritizes simplicity over comprehensive detail