“5 point plan to reach C-level decision-makers”



Find the floor you need

Gather as much information as possible before you begin your journey. Use search engines, LinkedIn and your own telemarketing research to build a Single Prospect Profile. Know where you are heading.

The journey should be ground-floor:up

Talk to everyone in the buying team, not just senior executives. Junior and Intermediate Managers can be a good source of unpublished information.

Practice your elevator pitch

Use Junior and Intermediate contacts to fine tune your sales pitch.

When you arrive at C-level, you need to be well-rehearsed and concise.



Educate people as you travel up

Buyers have better product knowledge than ever before. The internet and Web 2.0 makes it easy for them to research.

So tell them something they don’t already know.



Ensure you exit at the right level

C-level is not the only stop. As part of BANT qualification, make sure you know where the real purchasing power lies - it may be the floor below C-level

Interesting point

SCi asked 200 managers if they had rejected all of their last 3 sales calls.

76% of Junior Execs rejected all 3 calls, but only 47% of Higher Execs did the same.

Get past the gatekeepers and you have a good chance of having a conversation.

But you have to be concise, informative, relevant and persuasive.



This infographic is based on a white paper titled ‘A Plan for Reaching C-level Decision-Makers’. Want to learn more? You can download the paper by scanning the QR Code below or visiting the short-link. You can also join the discussion on LinkedIn.

LinkedIn discussion
bit.ly/SCiClevel

White paper
bit.ly/SCiWhitePaper

SCi started life as a B2B telemarketing agency in 2002, but we’ve grown to become a leading sales acceleration company. Voice marketing and human interaction are still our core services, but they are supported by other online/offline marketing tools.

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