



SA-S : Vision Selling – CEO Perspectives

Position yourself as a peer at the C-level by experiencing a day-in-the-life of a CEO

What do you talk about with the CEO when you are not talking about your company?

Enterprise and global Account Executives (AE) engaging at the C-level have opportunities to strengthen their relationships by participating in business conversations outside their area of expertise. Not participating fully in such conversations causes problems like:

- CEOs not considering the account executive as a business peer
- AE reluctance to engage the CEO in broad business topics
- Low rapport leading to missed opportunities

C-level perspectives

A typical CEO has much more on their mind than your company's value proposition, products or services. In any given day, a CEO can be immersed in issues that relate to operations, finance, risk management, regulatory compliance, laws and litigation, marketing and sales, products and services, mergers and acquisitions plus many others.

Account executives that engage in discussions from the CEO's perspective on a range of business topics establish themselves not only as a trusted business partner, but as a valuable peer as well.

Gain hands-on C-level business experience with Spohn's CEO Perspectives

CEO Perspectives is a training course for the experienced AE calling at the C-level with a need to increase their proficiency

across a broader range of business topics above and beyond their company and industry knowledge. The course focuses on establishing the student as a knowledgeable peer to a CEO.

The course teaches executive-level business concepts within a hypothetical day-in-the-life of a CEO. As the CEO, the student travels to the office, attends meetings, assesses situations, and makes decisions related to a business.

CEO Perspectives dives into financial concepts with related graphs and charts, news headlines and interactive



Go step-by-step through meetings and discuss how the CEO would react

Benefits

- Develop a peer-level relationship with C-level contacts
- Increase the value perceived from the account executive, company and proposals
- Strengthen relationships and increase face-time
- Position your company as a trusted partner
- Improve company alignment strategies through in-depth customer insight



Participate in executive-level, simulated business and financial events

discussions, just as a CEO would encounter them. By placing students in simulated, real-life settings, they learn first-hand the concerns facing a typical CEO and the impact decisions have on their company.

CEO Perspectives is not designed to make the student an expert in the topics reviewed. They will, however, gain significant hands-on knowledge that will allow the students to discuss the topics covered more confidently, thereby improving relationships with their C-level peers.

Experience a day-in-the-life of a CEO

CEO Perspectives is comprised of modules that meet specific learning objectives and requirements. Following is an overview of popular modules:

Traveling to the Office

This scenario allows students to examine and discuss current business and financial newspapers, magazines, articles and announcements to learn what is going on in the business world and how a CEO would view the information.

Board of Directors Meeting

Given a board of directors meeting scenario students will:

- Identify the basic logic and purpose behind mergers and acquisitions
- Discuss the key outcome that investors expect from mergers and acquisitions
- Consider two M&A transaction methods and how taxes are applied to each

Audit Committee Meeting

Given an audit committee meeting scenario students will:

- Examine the enhanced standards for corporate responsibility and governance created by Sarbanes-Oxley (SOX)
- Review new auditor restrictions and requirements created by SOX
- Discuss the added audit committee, CEO responsibilities, risks and potential for severe penalties created by SOX

Leadership Team Meeting – Finance

Given a leadership team meeting scenario on finance students will:

- Identify the three key strategies companies use to create market value
- Discuss the importance of market capitalization and how it's calculated
- Define the key driver in a market-based approach to business

Leadership Team Meeting – Domestic & International Laws

Given a leadership team meeting scenario on domestic and international laws students will:

- Categorize U.S. and international compliance mandates by issuing authority
- Compare the common elements within each U.S. and international compliance mandate
- Identify the worker representation systems throughout the world and how this affects business

Tailoring CEO Perspectives to customer requirements and learning objectives

SA-S : Vision Selling CEO Perspectives courses are tailored to your markets, services, competition, and people. Modules may be added or modified to fit your specific learning requirements. Each course can also include Spohn services for assessment, development, delivery and learning measurement.

Features

- **Course is constructed through custom selection of content modules**
- **Module content may be modified to meet custom learning objectives**
- **Day-in-the-life scenario increases student interest, interaction and retention**
- **Instructor-led classroom and online delivery available**
- **Student interaction scenarios such as voting and/or surveys**
- **Course guide and speaker's notes for reference**
- **Improves skills and behaviors, individual development and counseling**

Spohn's SA-S: Vision Selling CEO Perspectives is a member of a catalog of courses tailored to improve selling techniques.

For further information please contact our corporate office at 512.685.1000

