

Enabling sellers to engage virtually



Client need

A global organization needed to enable its sellers and marketers to...

- Effectively engage with executive decision makers across the customer organization
- Demonstrate industry specialization and leadership with customers and partners
- Possess a stronger understanding of the customer's business model and industry market opportunities



The solution...

To effectively build the skills of its sellers and marketers, the organization partnered with BTS to co-create a customized digital industry solution to help participants to...

- **Explore the executive customer mindset** by identifying disruptions and trends confronting leaders within the industry, along with customer insights they can apply to the account plan.
- **Engage executive decision makers** by validating top business priorities and sharing informed insights to add value tied to the customer's business outcomes.
- **Demonstrate business value** by quantifying the impact of the solution and sharing intended short and long-term results from the partnership with the customer



Results

Program participants shared results such as...

"The truly positive thing about the course is that the industry perspective was baked throughout the course."

"I was able to refine my account plan and think even more deeply about how to challenge healthcare providers with credible insights. Thank you!"

"I really liked the balance between learning something new and being able to apply the concepts right away."

Industry-specific storylines for episodes



- Automotive
- Education
- Energy
- Financial Services
- Government
- Healthcare
- Manufacturing
- Media & Communications
- Retail & Consumer Goods
- Understand resources available

Engage Executive Decision Makers

Learner POV: Seller

Learning Objectives:

- Create a plan to engage the executive and follow through to continue the engagement
- Validate and discover top business priorities for the customer executive
- Share an informed insight to add value tied to your customer's business outcomes
- Quantify the impact for the customer executive if they don't take action on your insight.

Time: 4-5 hours

