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The Key to the C-Suite: What You Need to Know to Sell Successfully to Top Executives

Michael J. Nick

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With budgets more stringent than ever, important purchasing decisions have moved up the ladder to the C-suite. These days, it is crucial for sales professionals to understand the financial metrics senior level executives use to make strategic buying decisions and be able to communicate the positive effect their products or services will have on a company's financial statements.

This book shows readers how to build a convincing business case and present it to C-level executives. Readers will discover how to:

- Find key financial information on a prospect

- Determine a corporation's financial stability

- Clearly define the value of the product or service they are selling

- Calculate the value impact of their offerings in financial metrics

Clarifying how sales packages fit into metrics such as return on asset, return on equity, operating costs, net profit, and earnings, this book reveals how readers can determine their product's value as perceived by an organization's ultimate decision makers, and unlock the door to greater sales.

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