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Pass It On: Selling to the C's

Got cold feet? David Newman of Unconsulting, a sales consultancy in Bryn Mawr, Pennsylvania, offers tips for overcoming the fear and intimidation of selling to top-tier executives:

Slow It Down Speak slowly—doing so will slow down your heart, your breathing, and otherwise relax you in an intimidating situation.

Get to the Point Don't waste too much time. Introduce yourself and then head straight into your presentation. It will reduce your nervousness and help you gain the respect of your C-level audience.

Show a Big Picture High-level executives want to know how your product or service fits into their company's vision. Research your prospect's market goals and craft your presentation to those ahead of time, so you won't be caught off guard with big-picture questions.