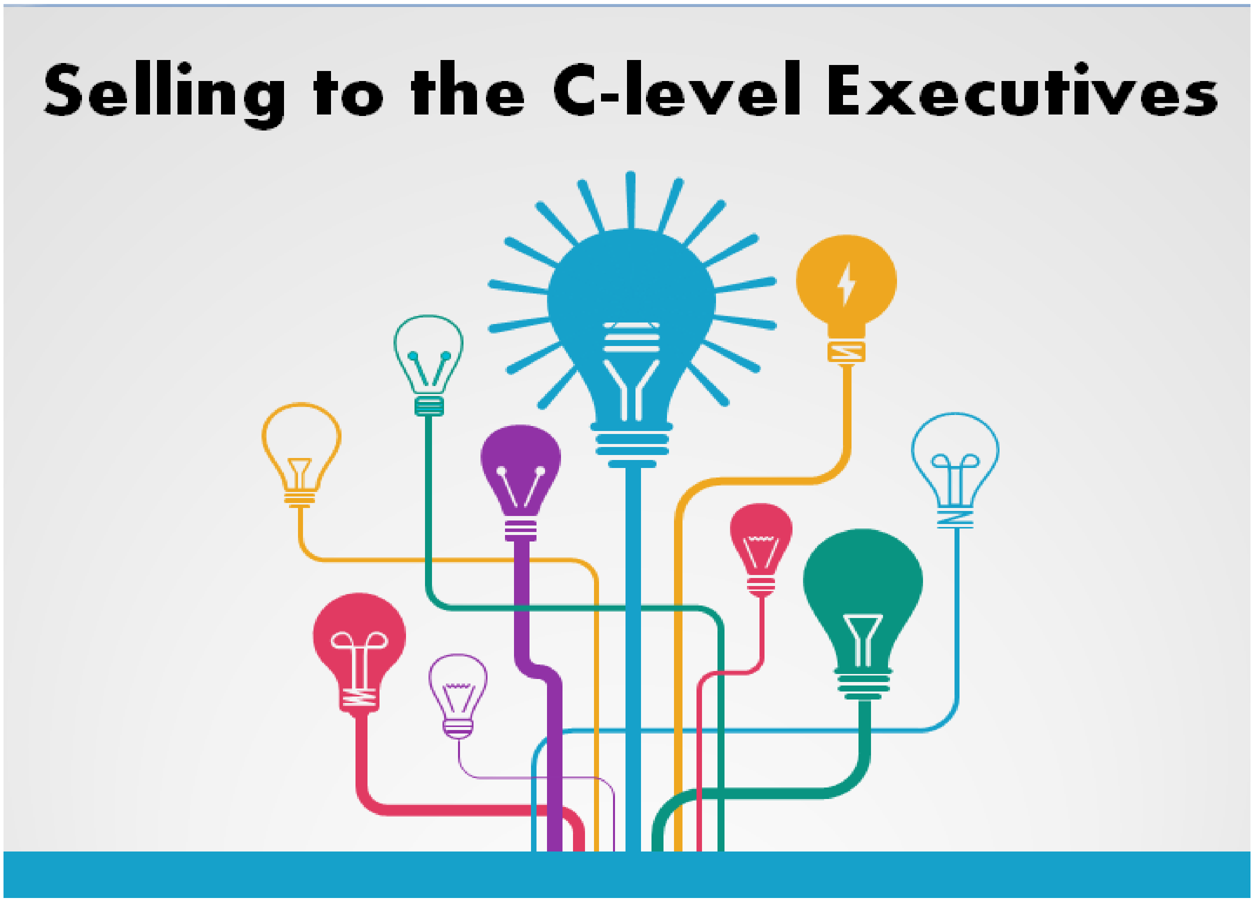

Selling to c-level executives is a different ball game. You have to be to the point, brief, respectful of their time, and really think about how to differentiate yourself from the crowd in order to break through noise and earn the right to ask for something. Following is our list of top 10 things from a C-level perspective that they would want from a sales guy.

1. **Get a referral**

   The easiest way to get to me is through a referral from someone I know and trust. The referral can come internally or externally. A study actually found that with internal referrals usually has 84% chance of getting a meeting.

2. **Get my team convinced**
   With the interdependencies between multiple departments I hardly take any decision without building consensus amongst my larger teams. Engage multiple stakeholders in my organization and take them on a journey as to how your solution will benefit them and our organization. At the right time in the process, they will get me involved.

3. **Speak my language**
   I speak Excel, most sales guy speak English/PowerPoint. If you don't understand my language or the pains that I go through every day, you don't matter to me.
   I would rather spend time with someone who understands can help me overcome some of my challenges rather than explaining my world to a stranger. If you are not talking my language in the first 10 sec, I will lose interest.
   "You often get pushed down to people you sound like"

4. **Do your Homework.**
   Requesting for a conversation with me without doing your homework is unprofessional and shows a lack of respect.

Don’t mention case studies or success stories that are not relevant to my business or region. Use examples from closest to what is happening in my markets.

5. **Relate to my world.**

   As a bare minimum I would expect you to relate to my world that I live and breathe in. My world is the Market I am working in, Industry that I belong to, Organization I am working for and the Role I am in. If you can combine the perspective from these four elements I am all ears.

6. **Understand my Mission Critical Priorities(MCP)**

   Understand through multiple sources and my teams, how do we define success and what are the MCP’s for me and my team. Focus on how your solution can help us achieve our MCP’s and overcome obstacles.

7. **Don’t Spam.**

   I have multiple priorities and obligations and my calendars are often booked weeks in advance. If I am not responding, I might be genuinely busy. If you have sent a relevant message wait for couple of days before you start spamming me.

Typically you should allow 5-8 working days for a C-level to respond before you launch a second and third barrage of messages.

8. **Make it concise.**

   Make it about me and not you. I am not interested in long stories of who you are and how great products/solutions you have developed. Keep it short and concise about how it would impact me. I am mobile most of the times so would not have time to go through your lengthy emails or attachments.

9. **Ask for what you want.**

   Many of the time sales people are not sure about what they want from me. My role is to take decisions for the organizational benefit and delegate the tasks to my team. Be clear in what you want from me. Do you want a time from me or you want a referral. But be clear in terms of what you want and make it easy for me to make a choice.

10. Earn your right to get back to me.

I often give time to a lot of sales people but never again as they have not earned the right for me to give the time again. If you have not added value in first conversation you might not add value in the second as well.

Over and above these, I would expect you to be in time for your meetings, set an agenda, follow up in writing and always deliver on what you promise to start a Trust based relationship with me.