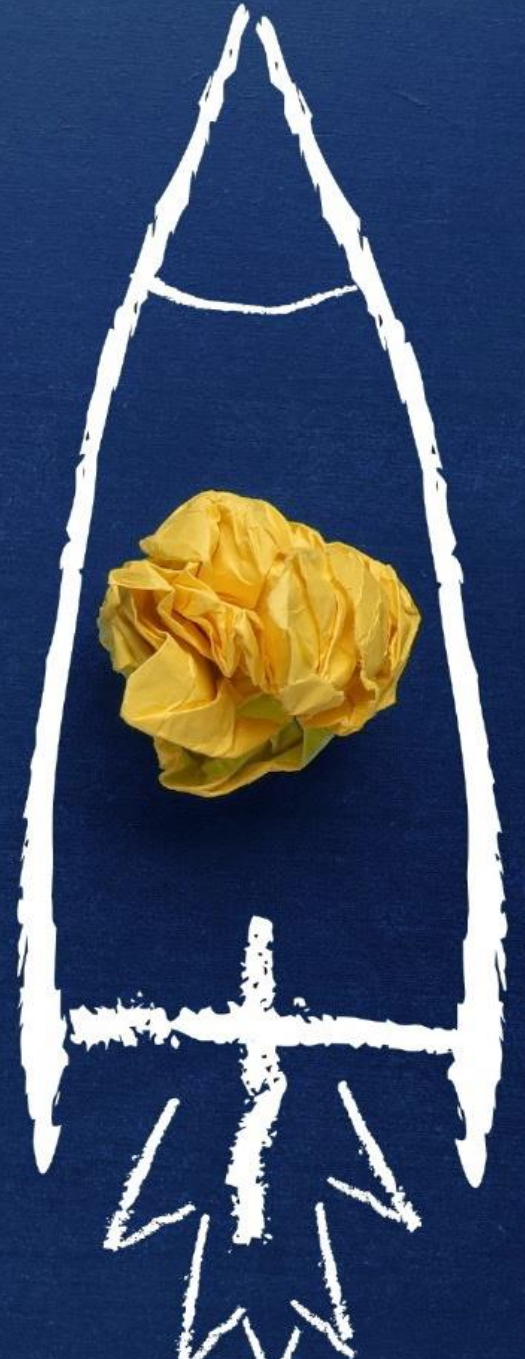




C-LEVEL RELATIONSHIPS





Mindset



**Prep
Work**



**Gaining
Access**



**Building
Trust**



IT'S NOT ABOUT YOU

IT'S ABOUT THE CUSTOMER





THE DESTINATION



Strategic Ally

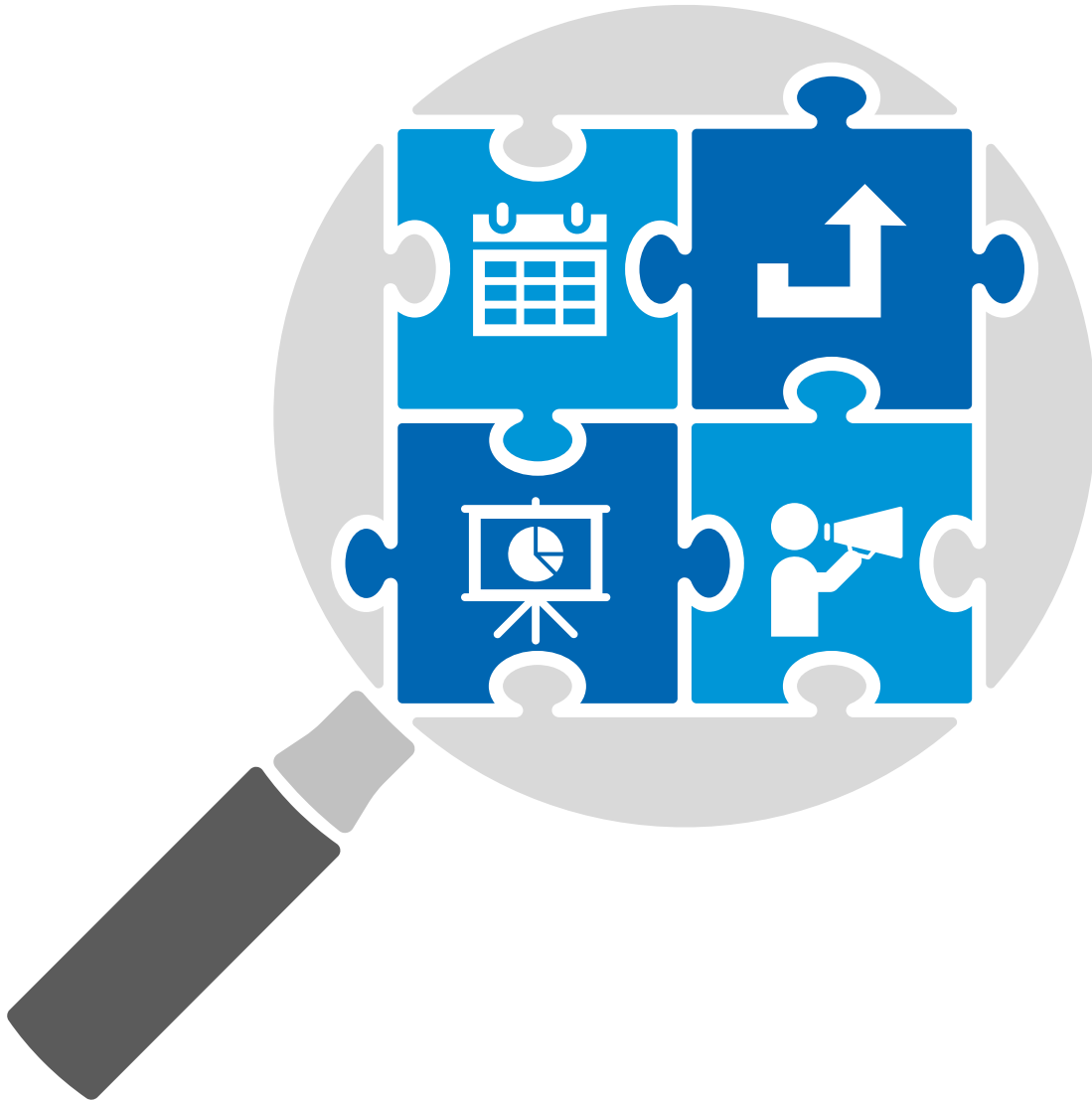
Trusted Partner

Partner

Trusted Supplier

Supplier





THE BENEFITS

Access to future projects

Enhanced reputation

Marketing collaboration

Referrals





C-LEVEL MINDSET

**Organizational
Objectives**



**Individual
Objectives**



**Pain points
& ROI**



**Individual
Compensation**



**Trusted
Ally**





PREPARATION IS EVERYTHING

Annual & Quarterly Reports



Social Media



Traditional Media & Press Releases



Networking



Organizational Website



Employees & Contacts





THE 5 PERSONAS



Gatekeeper

Reception,
assistants,
admins



Blockers

Juniors &
mid-levels
(has something
to lose)



Decision makers

Final authority



Influencers

Will impact
the final
decision



Fake Ds

Pretends
to make
decisions &
hold budgets





GAINING ACCESS

1

Cold Connections

Phone, email, snail mail,
LinkedIn InMail & messages



2

Networking

Colleagues, trade associations,
business gatherings,
peer meetings



3

Warm Referrals

Customers, peers, partners,
friends, dog park, etc.



4

Online

LinkedIn Groups, forums



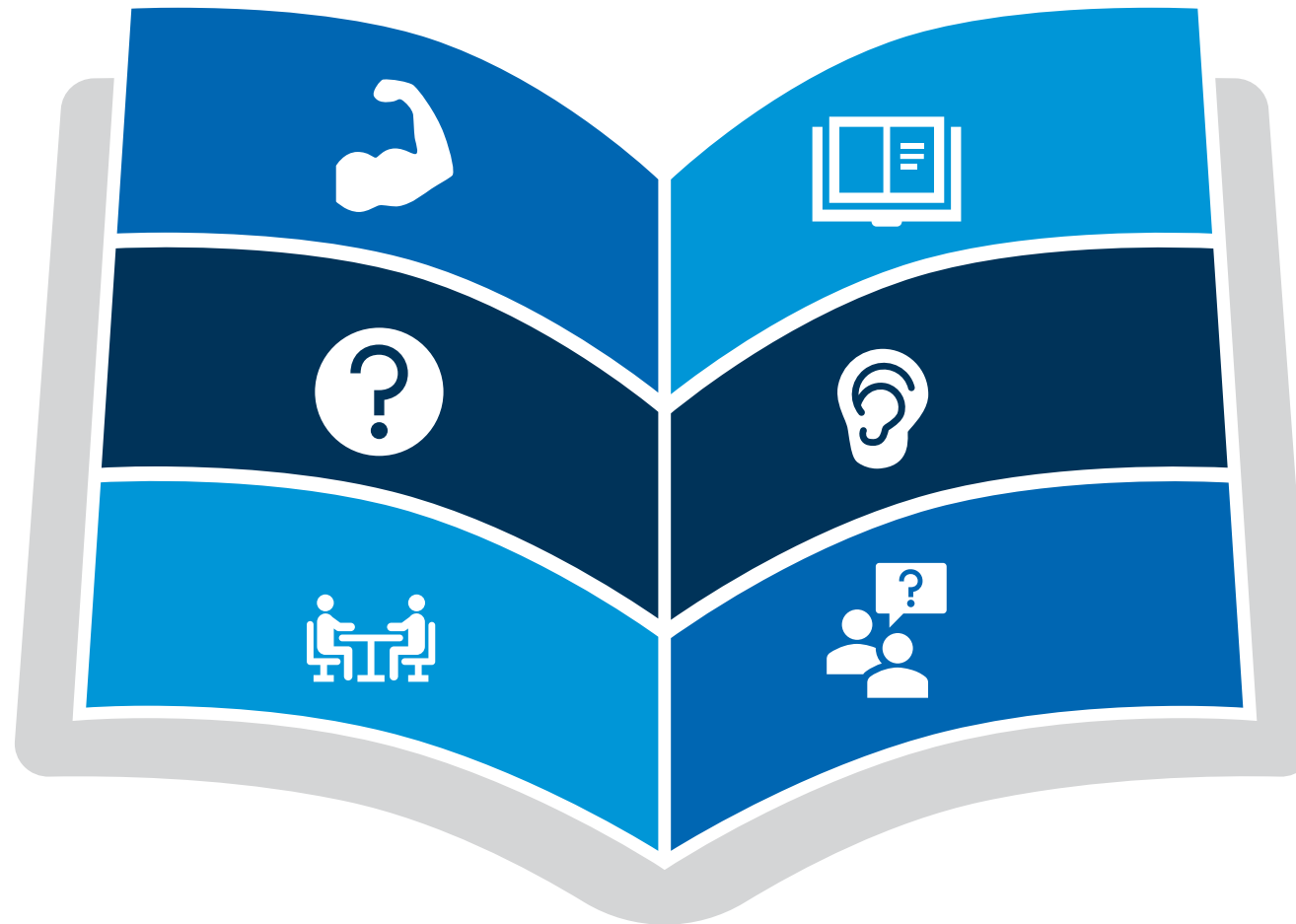


ENGAGING WITH C-LEVELS

Be Confident

**Ask prepared
questions**

**Execs want to
talk to peers**



**Bring your
notes**

Listen

**Positively
disagree**





QUALIFYING

Qualifying goes beyond sales!





PEOPLE BUY FROM PEOPLE

(PEOPLE DON'T LIKE TO BE SOLD BUT THEY LOVE TO BUY)





MANAGING RELATIONSHIPS





THANK YOU



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