

## SHOWTIME 17    October 4, 2017



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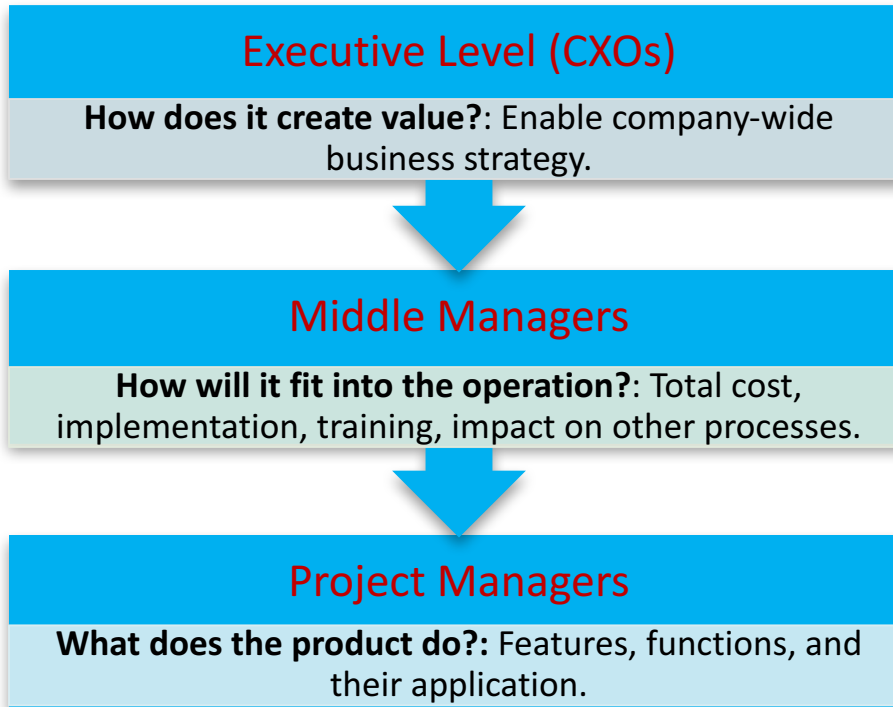
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## Selling to Executives Agenda

- **View from the C-Suite**
- **How to prepare for meetings with Executives**
- **Evolving C- Suite Dynamics in this digital age**
- **How Executives prioritize Investments**
- **Developing a compelling value proposition**

The Executive is concerned with the **value** a solution will create for the organization.



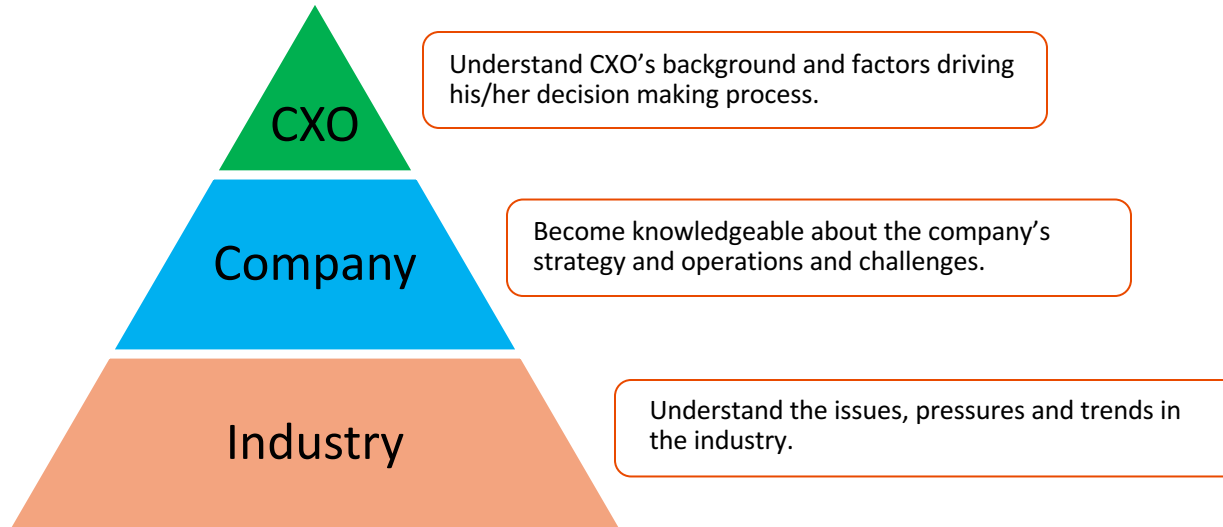
## How do Executives define *VALUE*:

Proposal must have positive impact on one or more of these:

- Regulatory / Compliance/ Risk requirements
- P&L
- Balance Sheet
- Employees of your client
- Customers of your client
- The CXO

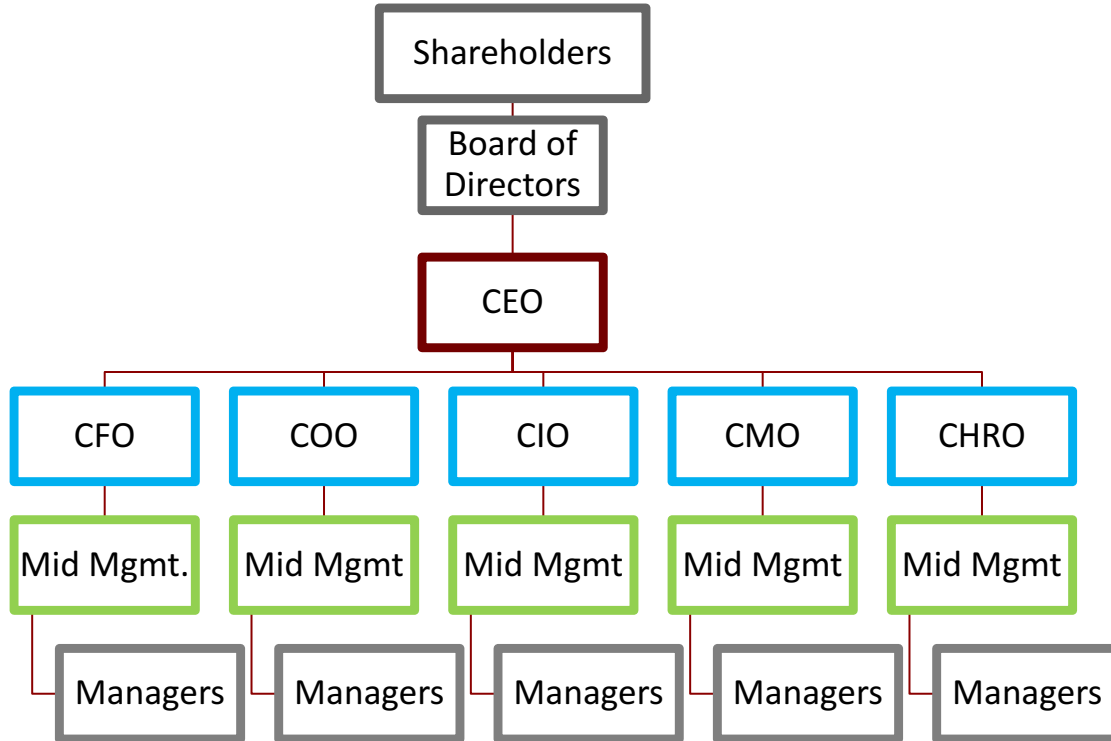
## HOW TO PREPARE FOR MEETINGS WITH EXECUTIVES

# How to Prepare for Meetings with Executives



## EVOLVING C-SUITE DYNAMICS IN THIS DIGITAL AGE

# Evolving C-Suite Dynamics in This Digital Age





## Trends Shaping the Business Landscape

### **Information is everywhere**

- Advances in connectivity and IT have more than tripled the information flow to average worker each day

### **Competition is not restricted to one's industry**

### **Collaboration is critical**

- Organizations are opting for flat structures that foster collaboration and innovation

### **New roles are emerging in the C-Suite**

- Companies are moving to keep foundational business knowledge close to the top while delegating increasingly complex attributes of modern organization to in-house, executive level experts

### **Social media has brought companies closer to consumers than ever before**

- Companies have a piercing focus on customers and understand the need to distinguish themselves on a basis of customer experience

## Impact on the C-Suite

### Responsibilities of traditional C-Suite roles are evolving...

	OLD ROLE	NEW ROLE
<b>CEO</b>	Adopted a "I'm the boss" approach to decision making.	Designer in Chief of corporate culture
<b>CFO</b>	Ensure integrity and control of financial information	Catalyst for change.
<b>COO</b>	Focus attention on efficient execution of strategy.	Help in defining strategy
<b>CMO</b>	Design and develop compelling campaigns and promotions to drive sales.	Understand the customer experience
<b>CIO</b>	Develop and defend IT budget.	Business enabler

## Impact on the C-Suite (Cont'd)

### And new roles are emerging

**Chief Digital Officer (CDO)**

- Oversee full range of digital strategies (web, mobile, social, etc)

**Chief customer (CCO)**

- Understand and enhance the customer experience

**Chief Innovation Officer**

- Responsible for future generation of revenue and profits

**Chief Design Officer**

- Infuse design principles and methodology throughout organization

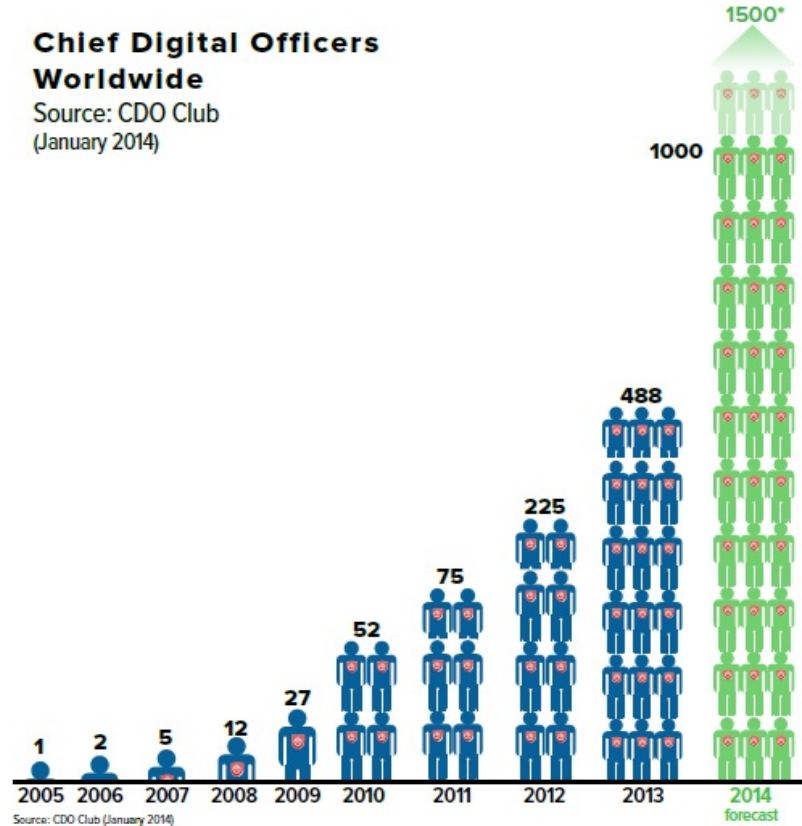
**Chief Data Officer**

- Generate insights from data and analytics to prioritize consumers, predict needs

## Trend of Increasing CDOs

### Chief Digital Officers Worldwide

Source: CDO Club  
(January 2014)



## Your proposal must be aligned to the respective CXO Agenda and personal KPIs

CXO	Business Challenge	Solution	KPI Impact	Income Statement Impact	Balance Sheet Impact
<b>CMO</b>	Put customers at the center of everything we do	Migration to Cloud	More IT Staff time spent on projects for: <ul style="list-style-type: none"> <li>- Customer satisfaction</li> <li>- Personalization of experiences and communication</li> </ul>	<b>Increase Revenue:</b> Increase Customer Acquisition & Retention	N/A
<b>CFO</b>	Maintain by focusing on expenses, innovation and technology.		<ul style="list-style-type: none"> <li>- Lower IT infrastructure and IT staff costs</li> </ul>	<b>Reduce Operating Expenses</b>	Reduce PP/E
<b>COO</b>	Provide flexibility to meet new demands and put products out to market sooner.		<ul style="list-style-type: none"> <li>- Productivity increase</li> <li>- Faster time to market for services / products</li> </ul>	<b>Reduce COGS:</b> Improved Collaboration	N/A

Your proposal must be aligned to the respective CXO Agenda and personal KPIs

CXO	Business Challenge	Solution	KPI Impact	Income Statement Impact	Balance Sheet Impact
<b>CDO</b>	Drive superior business decision-making by building data-driven tools (e.g., predictive models, analytical tools)	Migration to Cloud	<ul style="list-style-type: none"> <li>- Increase in time spent on business enablement and innovation projects</li> <li>- Faster application development life cycle</li> </ul>	<p><b>Increase Revenue:</b> Increase Customer Acquisition &amp; Retention</p> <p><b>Reduce COGS:</b> Improve Product Mix</p>	N/A
<b>CIO</b>	Improve agility for developers by increasing server volume		<ul style="list-style-type: none"> <li>- Developer Productivity (less IT time spent “keeping the lights on”)</li> </ul>	<p><b>Reduce Operating Expenses:</b> Lower IT Costs</p>	Reduce PP&E

## How Executives Prioritize investments

# How Executives Prioritize Investments

Aligning the project to an initiative or budgeting decision that is higher in the funding priority increases its chances of funding approval.

*All projects must be relevant to company strategic initiatives*

**Funding Priority**



Externally Mandated Projects (Compliance, Regulatory, risk, etc..)

Internally Mandated Projects

Highest ROI Projects

Discretionary Projects



## Developing a Compelling Value Proposition

# Developing a Compelling Value Proposition

## Executive Summary

**Client Objective** (The pain, issue or goal being addressed.)

**Business Solution** (Positioned to achieve the client objective.)

*References* (with *positive measurable results*)

**Impact** (Showing the difference your company's solution will make with a clear before/after.)

*Operational* (e.g. The business/ employee/customer experience today vs. tomorrow)

*Financial* (The impact over the project's life – IRR, NPV, Payback period, Investment, etc.)

*Soft Benefits*

**Differentiation** (What does your company have that its competitors don't—*relevant to the customer*)

**Timeline**

**Next Steps**