# Strategic Persuasion for High-Stakes C-Suite Sales Training Course

23 - 27 Nov 2026

Madrid

5900 € (Per Person)

Ref: #SAL7285_129296

## Course Introduction / Overview:

Engaging with C-suite executives requires a paradigm shift from traditional sales tactics to a more sophisticated strategy of strategic persuasion and value co-creation. This training course is meticulously designed to equip professionals with the advanced skills needed to navigate the complexities of high-stakes corporate environments and influence top-tier decision-makers. We delve deep into the psychology of executive leadership, exploring how to build credibility, articulate compelling business cases, and align solutions with strategic corporate objectives. Drawing upon foundational principles from thought leaders like Robert Cialdini in his seminal work, "Influence: The Psychology of Persuasion," participants will learn to ethically leverage principles of authority, scarcity, and social proof in executive conversations. This program moves beyond mere product pitching to cultivate the mindset of a trusted advisor. BIG BEN Training Center has developed this immersive experience to transform your approach, enabling you to confidently secure and expand major accounts by mastering the art of C-suite communication, negotiation, and relationship management. This is not just a sales course; it is a comprehensive masterclass in executive engagement and strategic influence.

## Target Audience / This training course is suitable for:

- Senior Sales Executives.
- Enterprise Account Managers.
- Business Development Directors.
- Sales Managers and Team Leaders.
- Key Account Directors.
- Commercial Directors.
- Heads of Sales and Marketing.
- Consultants and Professional Services Providers.
- Entrepreneurs and Founders seeking major partnerships.

## Target Sectors and Industries:

- Technology and Enterprise Software.
- Financial Services and Banking.
- Pharmaceuticals and Healthcare.
- Management and Strategy Consulting.
- Telecommunications and IT Services.
- Manufacturing and Engineering.
- Professional Services and Legal Firms.
- Government Agencies and Public Sector Contractors.

## Target Organizations Departments:

- Sales and Business Development.
- Key Account Management.
- Corporate and Strategic Accounts.
- Marketing and Product Management.
- Executive Leadership Teams.
- Partnerships and Alliances.
- Customer Success and Retention.

## Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the psychological drivers and decision-making criteria of C-suite executives.
- Develop and articulate a powerful value proposition that resonates with strategic business goals.
- Master advanced communication techniques for building rapport and credibility with senior leaders.
- Navigate complex organizational hierarchies and identify key influencers and decision-makers.
- Construct a compelling business case with a clear return on investment (ROI) justification.
- Confidently handle sophisticated objections and challenges from top-level executives.
- Lead high-stakes negotiation sessions with poise and strategic acumen.
- Transition from a vendor to a long-term trusted strategic advisor.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep learning and practical application. This course emphasizes an interactive and experiential approach, moving beyond theoretical lectures to immerse participants in real-world scenarios. The learning journey is built upon a foundation of dynamic group discussions, collaborative problem-solving exercises, and intensive role-playing simulations that mirror actual C-suite interactions. Participants will work with detailed case studies drawn from various industries, allowing them to analyze complex sales cycles and develop actionable strategies. A significant portion of the training is dedicated to peer-to-peer feedback and coaching from our expert facilitators, ensuring that each individual can refine their executive presence and communication style in a supportive environment. We utilize a blend of established frameworks and cutting-edge research to provide a robust and relevant learning experience. The focus is on building tangible skills and confidence, ensuring that participants leave the course ready to immediately apply their new competencies in high-stakes executive engagements.

## Course Agenda (Course Units):

### Unit One: The C-Suite Mindset and Executive Psychology

- Understanding the world of the C-suite executive.
- Key drivers, priorities, and pressures of top leadership.
- The psychology of executive decision-making and risk aversion.
- Decoding corporate power structures and informal influence networks.
- Principles of persuasion and influence based on Robert Cialdini's work.
- Establishing immediate credibility and authority.
- Conducting effective pre-meeting research and intelligence gathering.

### Unit Two: Crafting the Strategic Value Proposition

- Moving from product features to strategic business outcomes.
- Aligning your solution with the company's vision and strategic goals.
- Developing a compelling and concise executive summary.
- Mastering financial acumen to speak the language of the CFO.
- Building a robust business case and ROI model.
- Techniques for quantifying value and impact.
- Storytelling for business to make data and benefits memorable.

## Unit Three: Advanced Communication and Executive Presence

- Mastering the art of the executive conversation.
- Developing a powerful and authentic executive presence.
- Techniques for active listening and asking insightful questions.
- Presenting with impact and confidence in the boardroom.
- Non-verbal communication and its impact on perception.
- Managing meeting dynamics and controlling the narrative.
- Building genuine rapport and long-term trust with senior leaders.

## Unit Four: Navigating Complex Deals and High-Stakes Negotiations

- Mapping the stakeholder landscape and building consensus.
- Strategies for identifying and neutralizing internal detractors.
- Managing multi-threaded conversations across the organization.
- Advanced negotiation tactics for C-level discussions.
- Handling sophisticated objections related to price, timing, and risk.
- Creating a collaborative, win-win negotiation framework.
- Techniques for securing commitment and closing enterprise deals.

## Unit Five: Becoming a Trusted Advisor and Strategic Partner

- The transition from closing a deal to managing a strategic relationship.
- Implementing a framework for post-sale value realization.
- Conducting strategic account reviews with executive sponsors.
- Proactively identifying new opportunities for growth and partnership.
- Leveraging success to build internal champions and advocates.
- Strategies for long-term account entrenchment and competitive defense.
- Developing a personal brand as an indispensable industry expert.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

# Something to think about:

What unique qualities does this course offer compared to other courses?

Beyond demonstrating ROI, how can a sales professional ethically leverage psychological principles of influence to build genuine, long-term trust with a C-suite executive?

# What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by moving beyond conventional sales methodologies to focus on the nuanced art of strategic influence within the corporate apex. While many programs teach tactical skills, our curriculum is built on a deep, academic understanding of executive psychology, corporate politics, and strategic decision-making. We dedicate significant time to developing the participant's executive presence and financial acumen, ensuring they can communicate not as salespeople, but as credible business equals. The course uniquely integrates principles of consultative selling with advanced negotiation and stakeholder management frameworks, preparing participants for the multi-layered complexity of enterprise deals. Rather than providing a rigid script, we cultivate strategic thinking and adaptability. The emphasis on practical application through realistic, high-pressure simulations of boardroom meetings and C-level negotiations provides a safe environment to fail, learn, and master the skills needed for real-world success. The ultimate goal is to transform participants from vendors into indispensable strategic partners who are sought out by executives for their insight and expertise, fostering relationships that transcend individual transactions.