

WEEK 13

Challenge: Develop a Senior Executive Relationship

- ✓ First, read or listen to **Week 13: Build Senior Executive Relationships** in *It Starts with Clients* (pages 201-216 in the hardcover version)

There are many reasons why you should aspire to build relationships with senior executives who are decision makers. C-suite executives and other top leaders can create a budget where there was none. They are focused on revenues and profits, not just costs, so they'll readily see the value in a larger, high-impact proposal. These leaders make decisions about strategy and policy, which you need to understand in order to put your offerings in a bigger context. They can unblock a sale that is stuck. Often, they are the ones who have to approve large contracts.

Assignment

Adding Value for Time with a Senior Executive

Middle managers want “value for money,” whereas senior executives also demand “value for time.” Their time is incredibly scarce, and if they give you an hour from their day, it has to be worth it for them.

On the next page, choose a more senior executive you are working with, and develop ideas for adding value for time in your next meeting with him or her.

Adding Value for Time in an Upcoming Meeting

Name of client executive: _____

Value for Time Strategy	How Could You Implement this with Your Client?
1. Bring external insight	
2. Bring internal insight	
3. Align to their agenda (not yours!)	
4. React to urgent concerns	
5. Challenge them	
6. Frame the issue differently	
7. Add value in multiple ways	
8. Help them use their time well	
9. Surprise and intrigue them	
10. Others:	