

Six Steps to Engaging the C-Suite

For B2B marketers, executive engagement is essential. With innovation at a premium in the connected economy, marketers need to reach the C-suite to build interest and credibility for an array of new offerings and approaches. Gaining the time of day, however, is harder than ever with increasingly busy and skeptical executives.

ITSMA's 2017 Sales and Executive Engagement survey identified six ways that leaders in executive engagement differed from other respondents. They prioritize and invest in these key areas:

Leaders

N~22



VS

Challengers

N~28



Strategy and planning

70%

30%

Have a documented strategy for executive engagement



Executive insight

37%

11%

Able to track, analyze, and report on executive engagement across all sales and marketing initiatives



Content for conversation

59%

29%

Attract executive engagement by providing a better understanding of industry issues & trends



Training and support

57%

11%

Provide sufficient support for salespeople to engage effectively at the executive level



Collaborative innovation

50%

21%

Prioritize collaboration on thought leadership or solution innovation in their strategic objectives for executive engagement



Measurement and review

68%

32%

Measure executive satisfaction with their engagement programs and initiatives, not just sales and activity metrics