

The Ten Mistakes When Meeting with C-Level Executives

HIGHER CONVERSATIONS. STRONGER RELATIONSHIPS. BIGGER OPPORTUNITIES.

#	Mistake	What's Needed
1	Caring more about the sale than the buyer	You are there to help them, not sell them. You need to show up as a leader in your field who can and will.
2	Not knowing and appropriately referencing information in the recent public domain about them or their organization	So much is available on AI about their goals, circumstances, and needs. Put yourself in their world and come from it, with them.
3	Once proposed, proceeding with your proposed agenda without checking in to ensure that it will meet their needs, and if any other issues should be discussed	Though your proposed agenda will likely be relevant, things change. Ask if what you propose is the best use of the time, find out what will be.
4	Not starting with why you are in the meeting and a proposed agenda for it	Their heads are full. Reset the table! Begin by volunteering what you believe would be the best use of their time with you.
5	Not confident, present, enthusiastic, memorable	Rehearse, visualize, and have ready answers to their predictable questions and concerns. See yourself as bringing them what they need.
6	Not closing/clarifying next steps	Every time you offer help with something, agree on the next steps. Take it off the table. Make them look forward to your summary!
7	Not gifting them with insights and a point of view about the issues that concern or should concern them	Bring and deliver 'gifts' of knowledge, insights, and a point of view that can valuably guide them in their thinking.
8	Not having stories and examples of where/how your organization has dealt successfully with related issues	Bring and share memorable, concise stories that demonstrate your organization's experience with and knowledge of the issues and risks.
9	Not having a rough-order-of-magnitude estimate of the impact of your solution/s	Find out what that approximate potential impact is, showing that it is therefore worthy of their attention, sponsorship, and investment.
10	Asking them what keeps them up at night	BEFORE your meeting, find out what is most likely to be keeping them up at night, or should be, and come prepared to talk about it.