

## **Selling to VITO (Very Important Top Officer)**

- If you could choose only one person to present to, wouldn't you want it to be the ultimate decision-maker?
- When seeking advice, sponsorship, mentoring, or that golden referral, who would you rather approach than the Very Important Top Officer?
- Are you ready to learn how to reach, connect, and persuade those at the highest levels of influence?

### **Introduction**

Selling has never been easy, and one of the toughest challenges is gaining direct access to the true decision-makers—the people who can say “yes” and make things happen. These Very Important Top Officers (VITOs) are often shielded by layers of gatekeepers, making it even more difficult to get your message across. Yet, success in sales often comes down to building relationships with these key leaders and demonstrating value that resonates with their strategic priorities. This workshop is designed to equip participants with the skills and confidence to identify, approach, and engage VITOs effectively. You will learn how to capture their attention, communicate persuasively both online and offline, and position yourself as a trusted business partner. By mastering these strategies, participants will be able to move beyond transactional selling and secure meaningful, long-term partnerships with the very top officers who matter most.

### **Program Objectives**

This program aims to:

- Provide methodology for sales personnel method to conduct an impactful sales
- Equip participants with skills to communicate with VITO
- Prepare participants to perform the sales process effectively

### **Learning Outcomes**

After completing this program, the participant should be able to:

- Meet and become a VITO business partner
- Contacting VITO and making the call
- Meet the VITO and keep VITA involved
- Close sales successfully

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture,

### **Who Should Attend?**

### **MKT0025 Selling to VITO**

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Marketing personnel, Senior Management, and anyone who would involve with the sales process in the organisation.

### Program Outline

| Day One          |  |
|------------------|--|
| Time             | Topics   |
| 9:00am – 10:30am | <p><b>The right start as the Good Start</b></p> <p>This module shares with the participants the right time to communicate with VITO. The participants will learn the preparation they need to prepare before meeting the VITO – the adding value to VITO’s Day</p>   |
| 10:30am– 11:00am | Tea Break and Networking   |
| 11:00am – 1:00pm | <p><b>VITO? What are the characteristics? What shall I prepare?</b></p> <p>In this module, the participants would learn how to identify VITO. The participants would learn the five keys to work with VITO and the preparation to work with VITO.</p>  |
| 1:00pm – 2:00pm  | Lunch and Networking   |
| 2:00pm – 3:30pm  | <p><b>Friends and Strategic Partner</b></p> <p>The participants would learn how to do planning before making the first call. The participants would learn the difference between gatekeeper, influencer. Besides, the participants would learn the flow of a sales process and the person in charge of each process.</p>                               |
| 3:30pm – 4:00pm  | Tea Break and Networking   |
| 4:00pm- 5:00pm   | <p><b>Preparation Before the Call</b></p> <p>In the module, participants would learn how to set the call objectives. Besides, the participants would learn how to research to understand the VITO such as face-to-face interviews, web searching, and big data analytic. The more information you about the VITO, the chances of success increase.</p> |
| Day Two          |  |
| Time             | Topics   |
| 9:00am – 10:30am | <b>The first contact: Writing your First Tools</b>   |

|                  |   |
|------------------|---|
|                  | The participants would learn how to draft the first message to reach out to the VITO. The message can be in WhatsApp, emails, social media, and others. The participants would draft an impactful statement to capture the attention of VITO to meet you. |
| 10:30am– 11:00am | Tea Break and Networking  |
| 11:00am – 1:00pm | <b>Making Your VITO Call</b><br><br>In this module, the participants would learn how to get VITO’s attention by phone to overcome the gatekeepers, the right method to leave messages to VITO.  |
| 1:00pm – 2:00pm  | Lunch and Networking  |
| 2:00pm – 3:30pm  | <b>Meeting VITO and Keeping VITO Involved</b><br><br>This module covers the following topics, preparation for your presentation to VITO, delivery of your presentation to VITO, meeting with VITO online and in-person, and how to keep VITO involved.    |
| 3:30pm – 4:00pm  | Tea Break and Networking  |
| 4:00pm- 5:00pm   | <b>Concerting Meeting into Sales</b><br><br>The participants would learn method how to convert the meeting into sales. Not all sales ended up with dollars and cents. The participants would learn the method to create friends with the VITOs.           |