

C-4 SELLING: The Four Steps to Selling NextGen in the C-Suite

Instructor: Nelson Griswold, Chairman, NextGen Benefits Network

Saturday, January 8, 2022

8:00 am - 12:00 pm

Continue your NextGen experience through Saturday to join us for a half-day, limited attendance workshop with ASCEND Chairman and NextGen authority Nelson Griswold.

The real work of NextGen Benefits happens in the C-Suite.

The real work of NextGen is the language, messaging, communication, and sales strategy to close the CEO and/or CFO on implementing a NextGen health plan. Without an executive's signature, you have no use for all the powerful strategies and tools in your NextGen Toolset.

But selling a new, innovative and change-intensive health plan to a CEO or CFO is a dramatically different challenge than brokering a fully insured BUCAH health plan to a line manager in HR.

Nelson Griswold recently distilled years of research and real-world adviser feedback into a proprietary process, **C-4 Selling**, that lays out the four essential elements of the NextGen Benefits sale and the key steps to close the C-Suite on implementing NextGen.

Selling NextGen in the C-Suite is a **Consultative, Complex, Continuing**, and **Consensus** sale...and C-4 Selling prepares you for all four aspects.

C-4 Selling guides you through the process, from your first words with executives to getting their signature on your consulting contract.

In Nelson's workshop, you will participate in hands-on exercises and role-playing to maximize your learning and accelerate your adoption of these powerful strategies and techniques.

Takeaways:

- What each C-4 Selling component means & its importance
- The secret to pivoting from HR to the C-Suite
- Three strategies for getting an appointment in the C-Suite
- The different roles and psychographics of the CEO, CFO and HR
- How to discover what the CEO, CFO & HR director really wants – and how to deliver it
- Three powerful NextGen Talk Tracks for opening a conversation with the C-Suite
- How and when to loop HR into the C-Suite conversation
- The secret to preventing HR from killing your deal in the C-Suite
- How to build consensus with all stakeholders to get to a sale

Your Instructor



NELSON GRISWOLD Chairman, NextGen Benefits Network

As the Chief Architect of the NextGen Benefits movement, Nelson Griswold has been in the forefront in the development of C-Suite messaging and selling strategies for NextGen Benefits. Through his NextGen Benefits Mastermind Partnership, he works with many of the leading benefits advisers in the country, teaching and helping them to win in the C-Suite of mid-market companies.

As the premier business coach in the benefits industry, Nelson has helped propel many of his adviser clients to the top of our industry. Four of Nelson's clients have been honored as *Benefit Adviser of the Year*, another has been honored as *Broker of the Year*, and in four of the past five years one of his clients has been named a *Broker of the Year Finalist*. Additionally, more than a dozen have been honored as *Top Women in Benefit Advising*, another ten have been recognized as *Rising Stars in Advising*, a dozen clients have appeared on the cover of industry and business magazines, over 40 have been profiled and featured in industry publications, and more than 30 have been invited to speak at the leading benefits and health care conferences.

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