

FREE WEBINAR:  
**HOW TO SELL TO  
THE C-SUITE**

Noelle Mykolenko

October 18 | 11AM EDT



Thank you for your interest in our October 18, 2022 webinar, *“How to Sell to the C-Suite.”* For those who were able to join, I hope you enjoyed the experience.

In case you missed the webinar, or if you want to review the content, here is a link to the [recording](#) and the [presentation slides](#). The upcoming schedule of free webinars and recordings of past webinars can be found [here](#).

One question that lingered from our conversation was how to use the “talk for no more than 30 seconds” advice. I’ve included a couple of blog posts below that should help, along with some additional resources to compliment the recording:

- Dive deeper into the topic in our eBook, [How to Sell to the C-Suite](#)
- A blog on the mindset behind the 30-second-answer, [Ditch the Elevator Pitch and Take the Escalator or the Stairs](#)
- A blog post on quickly creating intimacy in an uncomfortable situation, with a bonus story about engaging when your credibility isn’t obvious, [The Reverse Elevator Speech: Disaster and Recovery](#)
- Explore the “Spotlight” mindset of listening more than talking, [Don’t Steal Your Client’s Spotlight](#)
- For those who want to explore how to get a meeting in the first place, here’s a mindset piece, [Trust-based Networking and the Paradox of “Collateral Benefit”](#)
- And this blog post, [The #1 Top Single Best Way to Get a Meeting](#), and
- An introduction to the technique I mentioned, [A Tool for Emotional Risk Management – Name It and Claim It](#)

- If you are curious about these and many other trust topics, consider our online, self-paced programs at [Trusted Advisor Academy](#). The first 10 people who use the coupon code “csuite” at checkout to purchase *Trust-building Essentials* or *Being a Trusted Advisor* will receive a 20% discount.

Feel free to share these resources with your colleagues and friends, and call or email us directly at any time.

I look forward to seeing you on our next Trust Matters webinar.

Best wishes,

A handwritten signature in black ink, appearing to read 'Noelle Mykolenko', written in a cursive style.

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