

SERVICE BROCHURE

# Executive Preparation and Opportunity Coaching

Briefing materials, preparation sessions and selective coaching that help client teams enter senior executive conversations with stronger context, clearer value logic and greater confidence.



- I** Account and executive briefing materials before the meeting
- 2** Preparation sessions for client teams using the content created
- 3** Value narrative guidance linked to executive priorities and metrics
- 4** Optional coaching support for complex or high-value opportunities

## PURPOSE

# Making senior conversations easier to justify and easier to use.

A well-earned executive introduction can still fail if the team enters the conversation with an inside-out view of the world. Senior leaders rarely want a product briefing. They want to understand why the conversation matters, how it connects to their current agenda and whether the proposed discussion is worth their time.

Executive Preparation and Opportunity Coaching helps client teams convert research, reports and cases for change into usable meeting preparation. It gives the team a clear account narrative, a sharper view of the executive audience and a practical way to discuss value without defaulting back to product language.

## SERVICE DELIVERABLES

# What the client receives.

The service provides preparation materials for client teams ahead of senior conversations. These typically include account briefings, executive context, likely discussion themes, value narrative guidance, suggested meeting flow and practical prompts for using the supporting report or case for change.

Most engagements also include briefing sessions with the client team so that the material is not simply handed over, but explained, tested and translated into the way the team expects to run the conversation.

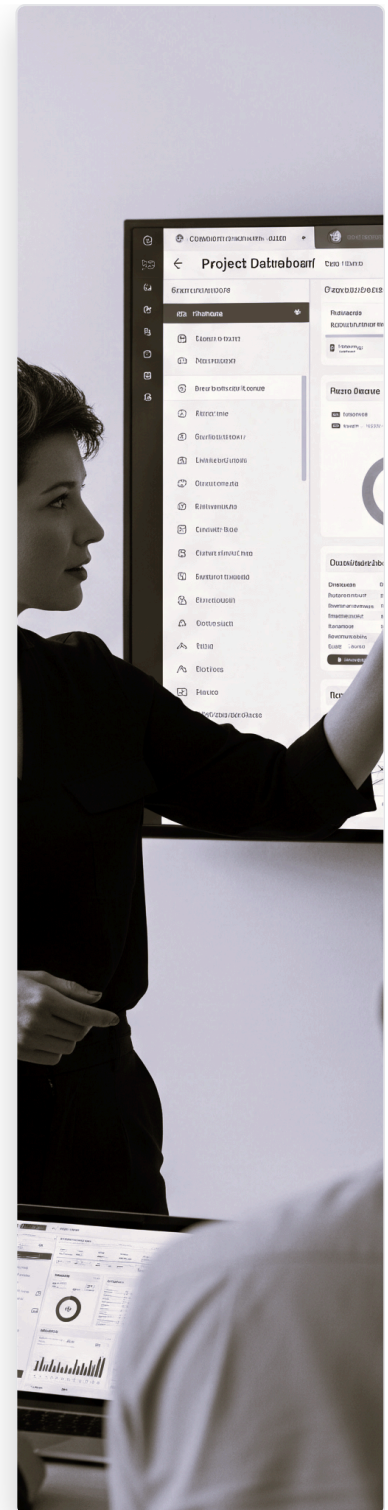
Where useful, Periphos can provide additional coaching for strategic account teams or opportunity teams that need to become more fluent in executive-level value discussions.

## CLIENT BENEFIT

# More confidence before the meeting and more substance during it.

The preparation improves the quality of executive engagement by helping client teams enter the meeting with a stronger grasp of the target's priorities, financial context, likely concerns and decision logic. That makes it easier to open with perspective, not proposition.

It also reduces the risk that a valuable introduction is wasted. Teams can use limited executive time to explore business relevance, clarify appetite for change and identify where the opportunity could develop, rather than spending the meeting explaining capability from first principles.



*Executive preparation works when the team can connect the target's context, the executive's priorities and the client's value story in the same conversation.*

**EXECUTIVE PREPARATION PRINCIPLE**

## HOW IT WORKS

### Preparation built around the account, the executive and the conversation.

The work begins with the content already created for the account: research findings, value-based reports, cases for change, relevant benchmarks, financial observations and the proposed meeting objective. Periphos turns that material into a concise preparation layer that the client team can use before the executive conversation.

The emphasis is practical. The team needs to know what to lead with, which points to avoid, which evidence is strongest, where financial or strategic questions may arise and how to keep the conversation focused on the executive's agenda rather than the vendor's operating model.

### Interpretation through three connected components.

The service is designed as a preparation sequence. Briefing materials create a shared view of the account, preparation sessions help the team internalise the logic, and coaching support is available where the opportunity demands a deeper level of executive fluency.



### Stronger preparation, occasional handholding.

The most common requirement is for the Periphos team to explain the account context, walk through the supporting materials, prepare the value story and help the client team anticipate the executive's likely perspective.

Where a client has a genuinely exceptional requirement there is the option of assisted sales and direct in-meeting support. Our advice is to have assisted sales for the first two executive engagements in the program, and then on-demand, for the most important accounts.

### Materials are designed to be used, not just read.

Preparation materials are deliberately practical. They can include the meeting purpose, suggested opening logic, likely executive concerns, key financial or strategic proof points, questions worth asking and the role each participant should play in the conversation.

Where the opportunity develops beyond the first meeting, Periphos can support the team in refining the case, preparing follow-up material and keeping the conversation tied to business value rather than feature comparison.

*Executive conversations improve when the team arrives prepared to discuss the target's agenda, not simply to present its own.*

**Periphos Executive Preparation and Opportunity Coaching**