






# First meeting with an Executive – Your quick guide to success

# Prepare Like It Matters

-  Define your objective (buy-in, renewal, expansion, issue resolution)
-  Profile your stakeholder
-  Create a mini agenda tailored to them

# Navigate With Precision

- 🚫 Skip the life story
- ❓ Ask about their visibility on your engagement
- 🕒 Give a 3-min pitch if needed
- 🌍 Show awareness of their business reality
- 💬 Use their questions to steer the meeting

# Land the Next Step

- 📌 State your ask and link it to their success
- ✅ Confirm alignment on the current state
- 🚀 Leave with a clear, agreed action



## **Bottom Line:**

*“It’s not a coffee chat – It’s your moment to make an impact.”*