



SPARK CATEGORY: PITCH

Executive Meeting Prep

Go into the room knowing why this conversation matters.

Less product. More business.

Suncoast Spark · Free Resource for B2B Account Executives

Executives do not need the whole sales story.

They need to quickly understand a small number of things — and nothing more.

Why this matters

Connect to a business priority they already own, not a problem you defined for them.

What business outcome is at stake

Revenue, cost, risk, or speed. Frame it the way a CFO or CEO would frame it.

What evidence supports the case

Proof relevant to this executive, this company, this moment — not your standard deck proof points.

What decision or action is required

Be clear about what you need from them, even if you don't say it directly in the first ten minutes.

Why the issue deserves attention now

Urgency grounded in their business cycle, not your quarter-end.

📌 **Do not shrink your normal deck. Change the conversation.** A shorter slide count does not fix a sales-framed narrative. Reframe it entirely around their business decision.

The One-Pager

Complete this before every executive meeting. Print it. Keep it in front of you.

EXECUTIVE	Name:	Role:
WHY THIS MEETING EXISTS		
WHAT WE KNOW THEY CARE ABOUT		
THE BUSINESS ISSUE		
THE BUSINESS IMPACT		
WHY NOW		
WHAT IS STILL UNKNOWN		

THREE QUESTIONS WORTH ASKING
1. 2. 3.
THE ONE MESSAGE THEY SHOULD REMEMBER
RELEVANT EVIDENCE / PROOF
WHAT WE SHOULD NOT SPEND TIME ON
DESIRED MEETING OUTCOME
BEST NEXT STEP

Two-Minute Pre-Call Check

Run through this immediately before you walk into the room or join the call. Each item should take seconds — if it doesn't, you're not ready yet.

- ☐ Can I explain why this matters in one sentence?
- ☐ Am I speaking in business outcomes rather than product features?
- ☐ Do I know what is evidence and what is assumption?
- ☐ Do I have a point of view without pretending I know their answer?
- ☐ Is the proof relevant to this executive specifically?
- ☐ Do I know what I want them to think, decide, or do?
- ☐ Can I finish without showing every slide?

 If you cannot answer yes to every item, spend two more minutes on the one-pager — not on rearranging slides.

Common Executive Meeting Mistakes

These are the patterns that cause executives to disengage — or end the meeting early. Most of them are fixable before you walk in.

Starting with the company overview

They already know who you are, or they don't care yet. Start with something that earns the next five minutes.

Overexplaining the product

Executives buy business outcomes, not feature sets. Save the product depth for the evaluation team.

Showing irrelevant proof

A case study from a different industry, size, or situation does not build credibility. It erodes it.

Repeating discovery they already know

Summarizing their own business back to them wastes their time. Move to insight, not recap.

Using seller terminology instead of business language

Pipeline, stakeholders, champions, use cases — these are your words, not theirs. Translate everything.

Talking too much

The most valuable thing in an executive meeting is often their unguarded response. Create space for it.

Leaving without a clear decision or next step

Vague closes waste the access you earned. Know what you need, and ask for it clearly before you leave.



AE ON DEMAND

Executive preparation should start with the deal, not a blank slide.

AE on Demand helps account executives combine account context, opportunity evidence, stakeholder information, and meeting objectives to prepare executive conversations inside ChatGPT or Claude.

Instead of starting from scratch, you start with what you already know — and work through the thinking that makes the difference in the room.

Explore AE on Demand at aeondemand.com

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