

EXECUTIVE PRESENCE WORKSHOP



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EXECUTIVE PRESENCE MODEL

Practicing Executive Presence to Nurture Relationships

Executive presence is the combination of PERSONALITY and CHARACTER traits that make a dynamic LEADER. It's the ability to INSPIRE others to be ASSERTIVE in their roles through the CONSISTENT DEMONSTRATION of CONFIDENCE and CLEAR LEADERSHIP.

The Executive Presence Model displays 16 key behaviours across five core categories. Mastering these areas enables professionals to influence, lead, and grow within their organizations effectively.

Five Core Categories and Behaviours

1. SELF-DEVELOPMENT:

Know yourself, seek feedback, build confidence, and sharpen skills.

2. BUSINESS INTELLIGENCE:

Think strategically, take company-wide view, and speak the language of finance.

3. RISK-TAKING:

Embrace ambiguity, exceed expectations, and step beyond your comfort zone.

4. PERFORMANCE IMPROVEMENT:

Prioritize wisely, enhance thinking skills, and develop strong judgment.

5. INTERPERSONAL RELATIONSHIPS:

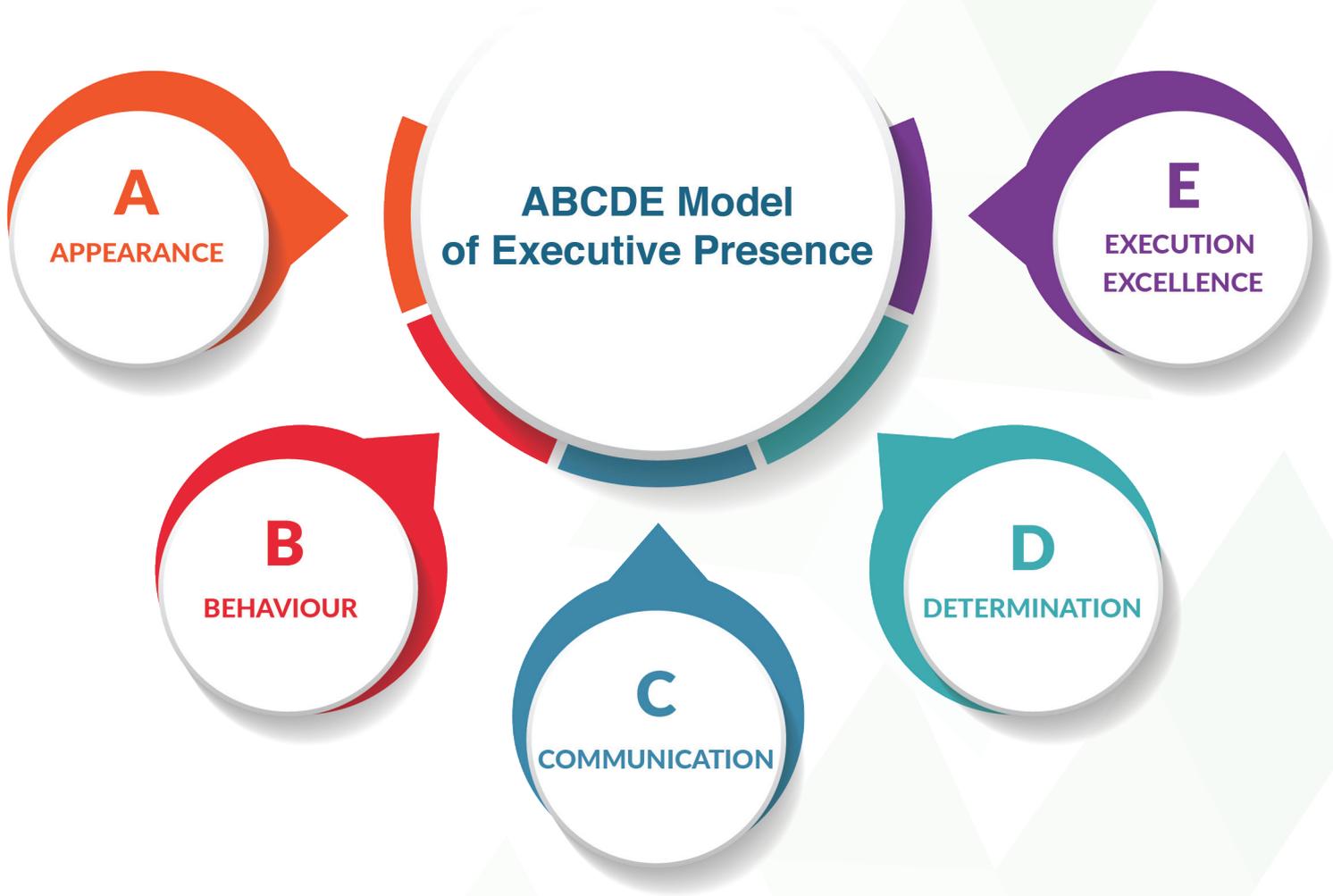
Communicate clearly, lead with vision, and celebrate team success.



"Executive Presence is not just about being seen – it's about inspiring trust, driving action, and creating real impact."

Introduction to the ABCDE Model of Executive Presence

Executive presence is not just about personal charisma but also about strategic influence, credibility, and trust-building. This handout serves as a reference to help you embody executive presence throughout your sales journey.



A - Appearance

Why It Matters:

In professional environments, first impressions strongly influence how people perceive you. Colleagues, partners, and clients often connect your personal grooming and attire with your level of professionalism and the credibility of the organization you represent.

Detailed Guidelines:

Head-to-Toe Etiquette:

Your appearance should reflect the premium and innovative nature of your organization's offerings. Clean, well-ironed clothing, polished shoes, and tidy grooming are basic expectations. Consider local cultural sensibilities when dressing.

Accessories Etiquette:

Less is more. Avoid flashy watches or loud ties. Choose accessories that are functional and project subtle sophistication. Example: a minimalist leather folio instead of a backpack.

Paraphernalia Usage:

Demonstrating consistency in how employees present themselves reinforces the organization's professional identity and builds trust with stakeholders. Avoid using materials that display external or competitor branding during official interactions, meetings and day-to-day operations. This ensures a unified, credible image and strengthens the internal culture of belonging and pride.

B - Behaviour

Why It Matters:

Your behaviour is a reflection of your intent. It tells clients whether they can trust you for a multi-year industrial solution.

Detailed Strategies:

1. Trust Equation - (C + R + I) / S.O.:

- What comes to our mind when we speak about Trust ?
- How do you know when someone Trusts you ?
- How do know when you can Trust someone ?
- Can we build Trust and how do we do it ?

We all can clearly differentiate between people we are surrounded with whom we can place our Trust and whom we are not that confident on...

Building Trust with Customers:

Trust isn't just a nice-to-have—it's the cornerstone of success. Trust isn't built overnight. It's a journey that requires consistent effort, authenticity, and a deep understanding of the customer's needs.

The Trust Equation:

David H. Maister a former Harvard Business School professor, Charles H. Green and Robert M. Galford wrote a book called " The Trusted Advisor" which outlines a very interesting concept of a Trust Equation.

Trust has two parts : One who is Trying to Build Trust and other

When a person interacts with anyone and specifically with customers they are under constant evaluation. Customers are taking the risk to be trusting and one has to prove his/her Trustworthiness. The Trust Equation is a proven framework to cultivate Trustworthiness and what it means to be Trustworthy.

The formula

$$\begin{array}{c}
 \text{T} \\
 \text{Trustworthiness}
 \end{array}
 = \frac{\text{C}_{\text{redibility}} + \text{R}_{\text{eliability}} + \text{I}_{\text{ntimacy}}}{\text{S}_{\text{elf-Orientation}}}$$

Where:

C (Credibility): The first component of this equation Credibility is defined if the person is competent, is capable and has the relevant credentials (probably a subject matter expert). Customers and others keep evaluating if the person gives them confidence and a believes if they are speaking the Truth. This refers to the person's expertise, knowledge, and ability to provide accurate and reliable information. Credibility is demonstrated through product mastery, factual communication, and professional demeanor.

R (Reliability): While Credibility had to do with words, communication and ideas, Reliability the second component of this equation has to do with Actions. Reliability means we can Trust the person to do what they say, have a good track record and are consistent. This is a behavioral element and customers or people you interact are also evaluating if you understand their frame of reference so that when you promise something, they are confident you understand what they mean. Reliability is built through consistency, timely follow-ups, and fulfilling commitments without fail.

Both Credibility and Reliability are Rational form of Trustworthiness. They are objective in nature and we can easily measure and score them.

I (Intimacy): Intimacy means the emotional security in dealing with the person. A high score on intimacy means we feel safe sharing information and we are confident that the person will handle that information respectfully, appropriately and in that context. Intimacy explicitly addresses the connect of emotional Riskiness on both the Truster and Trustee. Intimacy is difficult to measure.

All the above three numerators in the equation raise the Trustworthiness of a person. The denominator is Self-Orientation.

S (Self-Orientation): This is a factor which reduces our Trustworthiness. It's about self-obsession and a tendency to see all things about oneself. This is the extent to which the person's focus is on the customer rather than on themselves. High self-orientation—where actions appear self-serving—can erode trust, while a customer-centric approach enhances it.

This equation highlights that building trust requires a balance of expertise, dependability, and emotional connection while keeping ego and self-interest in check. As you reflect on your journey, ask yourself: Are my actions building trust or eroding it? By prioritizing trust in every interaction —you're building partnerships that last a lifetime.

2. Proactiveness:

Anticipate client pain points. For example, if a sugar mill faces seasonal capacity issues, propose flexible solutions even before they ask.

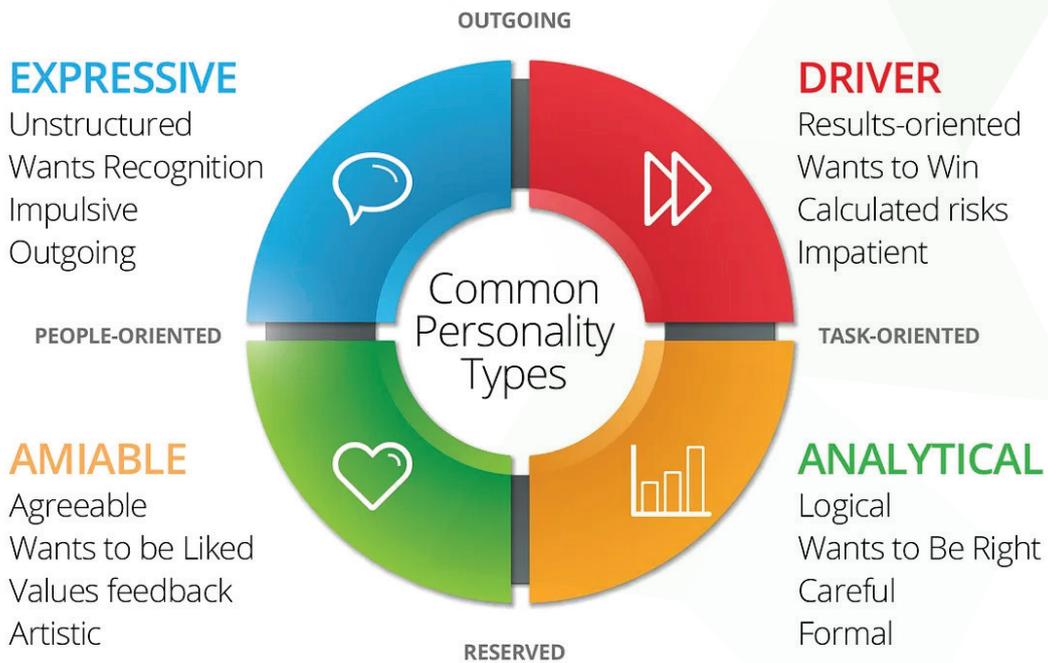
4 Personality Types:

Driver: Get to the point, show ROI.

Analytical: Share detailed specs, charts, and white papers.

Amiable: Build trust through informal interactions.

Expressive: Engage with energy, vision, and visual aids.



3. Empathy & Collaboration:

Listen for what's not being said. Mirror the client's concerns and align them with your organizations's technical excellence.

4. Assertiveness Model:

The "Assertive 4 Quadrant" technique for developing executive presence focuses on four key areas: showing up, making decisions, managing emotions, and inspiring others. It's a framework to build confidence, capability, and credibility across all stakeholders.



The "Assertive 4 Quadrant" technique

C - Communication

Why It Matters:

How you say something is as important as what you say. Communication impacts how stakeholders perceive your competence.

10 Nuances of Powerful Body Language:

- | | |
|---|-------------------------------------|
| 01. Eye contact—steady, not staring. | 06. Smiling at appropriate moments. |
| 02. Open hand gestures at chest level. | 07. Measured head nods. |
| 03. Avoiding crossed arms. | 08. Steady breathing |
| 04. Upright posture. | 09. Minimal fidgeting |
| 05. Leaning in slightly when listening. | 10. Confident handshake. |



10 Nuances of Verbal Communication:

- | | |
|-----------------------------------|--|
| 01. Clarity in articulation. | 06. Avoiding filler words. |
| 02. Brevity in messages. | 07. Matching tone to context. |
| 03. Positive framing of feedback. | 08. Storytelling with structure. |
| 04. Strategic pausing. | 09. Asking thought-provoking questions |
| 05. Emphasis on key points. | 10. Closing conversations with clarity |

D - Determination

Why It Matters:

Your ability to persist without being pushy defines long-term success.

Detailed Strategies:

1. Objection Handling with Empathy:

The Feel, Felt, Found technique is a communication strategy that helps you to acknowledge your prospect's objection, relate to their situation, and present a positive outcome. This technique involves expressing that you understand how your prospect feels and that their objection is valid, sharing a story or an example of how someone else (preferably a customer) felt the same way before they tried your product or service, and revealing how that person found a benefit or a solution by using your product or service and how they are happier or better off now. This approach helps you to build rapport, trust, and credibility

- FFF Technique: "I understand how you feel. A client in the textile sector felt the same. What they found was..."

2. Repairing Business Relationships:

If an earlier project didn't meet expectations, take ownership, offer solutions, and stay engaged without defensiveness.

3. Cold Engagement:

Reconnect with inactive clients by sharing insightful articles, industry-relevant whitepapers, or case studies that align with their current business environment and professional interests.

4. Sustained Follow-up Strategy:

Keep a 6-month tracker to ensure periodic, personalized touchpoints without being intrusive.

E - Execution Excellence

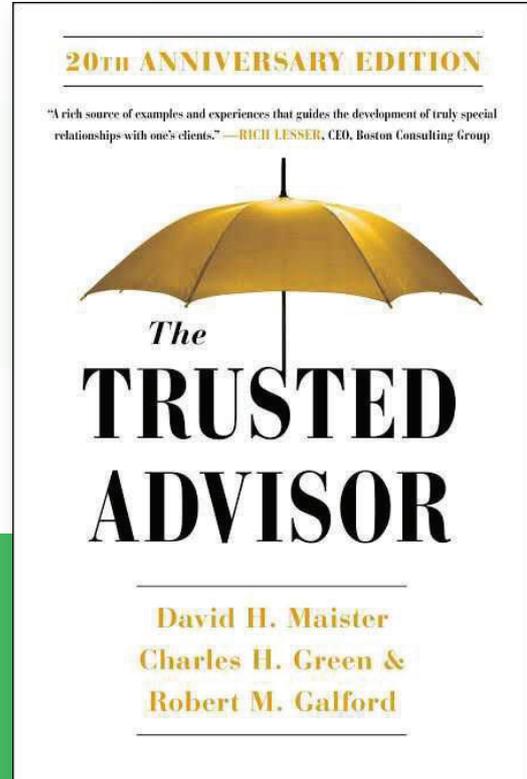
Why It Matters:

Your delivery must mirror your organization's precision—timely, accurate, and value-driven.

Detailed Strategies:

- **Elevator Pitch:**
Prepare versions tailored to plant heads, CFOs, and environmental auditors.
- **4-Question Framework:**
 1. What's the goal?
 2. What are the roadblocks?
 3. What makes your organization a preferred partner?
 4. What is the next decision / action?

REFERENCE BOOKS



Executive presence is not a one-time act—it's a consistent projection of who you are and how you represent. Mastering the ABCDE framework will help you build deeper client relationships, influence decision-makers, and accelerate success in long-cycle sales.

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