



Create ValueTM skills

Get buyers to **change,**
change now, and **choose you**

your challenge

You struggle to differentiate your solutions and avoid being seen as commodity provider. The reason? Too often, your salespeople have the mistaken belief that they're in a head-to-head battle against other suppliers. Everyone talks about the same capabilities in the same way. The result? Prospects decide that you are all the same, and they either go with the lowest priced provider or decide to stick with the status quo.

More than **60%**
of qualified pipeline
deals end in no
decision and **stick**
with their status quo

what's going wrong?

- Without a compelling reason to change, prospects conclude that they can live with their current situation, leading to a "no decision" result.
- If your salespeople jump too early into "why you" conversations, you'll end up wasting expensive resources for no payoff.
- Feature-function competitive battles commoditize your offerings, giving buyers no reason to choose you over the lowest priced option.

what if you could...

- Create urgency that moves your prospects away from the status quo?
- Build a buying vision that leads to the unique strengths of your solutions?
- Avoid feature-function competitive battles that result in smaller margins and stalled deals?

if...

You've trained your salespeople on all of your products and sales processes, but they still can't get the customer to care enough to do something different...

Your stories don't do enough to clearly separate you from the competition...

You're struggling to justify the value you bring for the price you charge...

then...

Articulate value in your customer conversations by disrupting their status quo by answering the "Why Change?" question, and differentiating your solutions by answering the "Why You?" question.

what it is

Why Change and Why You Decision-Based Training follows our proven approaches for learning and applying new competencies.

flexible learning options:

In our instructor-led training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.

In our online training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

ongoing reinforcement:

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

what you gain

- The ability to avoid "no decision" opportunities by helping prospects see the need to change and the urgency to do it now.
- A story that drives separation between you and your competitors by emphasizing unique value that naturally points to your differentiation.
- Techniques to unstick stalled sales cycles, create more opportunities, and protect your pricing and margins.