



decision-based training

why change skills

your challenge

Too often, marketers and salespeople base their messaging on the needs prospects tell you they have. When you do that, you're then inclined to connect those identified needs to the specific capabilities that respond to those needs—in the standard "solution selling" fashion.

The problem with this approach? You're going to be delivering commodity messages that won't differentiate you—because your competitors are likely constructing their value message in response to the same set of inputs.

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.

what if you could...

- Guide customers to understand why their current status quo is unsafe?
- Contrast a customer's current unsafe status quo with the safe path your solution offers?
- Create urgency for customers to move away from their status quo?

WHY CHANGE



WHY YOU



WHY INVEST



WHY NOW



WHY PAY



WHY SIGN



WHY STAY



WHY EVOLVE



if...

Your pipeline is tracking below target...

You have a high number of 'no decision' deals...

You need a disruptive strategy to displace competitors...

then...

You need Corporate Visions' **Why Change Decision-Based Training**: a unique skills course to help you use science-based concepts to disrupt the status quo and help prospects see the need to change.

what it is

Why Change 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 recognize people's inherent aversion to change and create a compelling reason to do something different.
- The skills to develop powerful sales messages that grab and sustain attention.
- Visual storytelling techniques to make your messages more persuasive and memorable.