



decision-based training

why invest skills

your challenge

Customers not only want you to understand their business, they expect it. To demonstrate this understanding, your salespeople need the appropriate skills. And they must be fluent and confident enough in their abilities to use these skills in executive-level selling situations.

But if they struggle to do so, it becomes incredibly difficult to make a strong business case to top-level decision makers. You won't be able to clearly show the positive financial impact your solutions can have on their business. And if you can't demonstrate these results, you'll struggle to compel them to choose you over the competition.

what's going wrong?

- Conversations that don't generate sufficient business curiosity make it difficult for you to access key decision makers.
- An inability to financially justify your solution's business impact means your deals will stall or end at no decision.
- Failing to illustrate alignment across your entire suite of products and services means you'll only be able to sell part of your portfolio.

what if you could...

- Tell a differentiated story based on business value?
- Engage executives with the confidence that you've been there before?
- Motivate your customers with a compelling economic value proposition?

WHY
CHANGE



WHY
YOU



WHY
INVEST



WHY
NOW



WHY
PAY



WHY
SIGN



WHY
STAY



WHY
EVOLVE



if...

Your reps have trouble accessing high-level decision-makers...

Executive conversations at accounts happen infrequently, if at all...

Your reps are unable to engage executives confidently and credibly...

then...

You need Corporate Visions' **Why Invest Decision-Based Training**: a unique skills course to help you inspire business curiosity that compels busy executives to invest time and money to learn more.

what it is

Why Invest 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

- Secure time with target decision-makers and use the first five minutes of that encounter to earn additional time.
- Interpret customer and industry information to identify selling opportunities.
- Quantify value by linking your solution to customer financial performance.