



decision-based training

why now  
skills

## your challenge

Stalled proposals and deals ending in “no decision” are arguably a value communication problem— the result of an inability to create enough urgency, and show enough business impact, to get executive-level prospects to act.

So how do you create a business case for the “why now” moment—when you’re dealing with buyers who might not care how your products and services work, but want to know how you can help them drive business value?

## what’s going wrong?

- Salespeople are not able to express the business change their solution can bring.
- Executives see some value in the solution but do not prioritize it among their other initiatives.
- Salespeople can’t establish credibility in an executive conversation.

## what if you could...

- Provide insights to uncover business needs the executive had not considered?
- Quantify their business return on their investment in your offering?
- Discuss strategic initiatives to drive investment urgency in executive decision-makers?

WHY  
CHANGE



WHY  
YOU



WHY  
INVEST



WHY  
NOW



WHY  
PAY



WHY  
SIGN



WHY  
STAY



WHY  
EVOLVE



## if...

Your close rates are coming in below target...

You're seeing a high rate of stalled or delayed deals...

Your sales cycles are growing longer...

## then...

You need Corporate Visions'

### **Why Now Decision-Based Training:**

a unique skills course to help you create urgency with business decision-makers and drive them to decide now, not later.

## what it is

**Why Now 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

- Uncover customer business needs and strategic initiatives to drive investment in your solutions.
- Position your solution's value throughout a customer's organization to engage in the right conversation with the right person.
- Work with customers to jointly model compelling Return on Investment scenarios.