



decision-based training

why sign skills

your challenge

Companies are getting better and smarter about how they buy complex products and services. They're doing their research, they know their options, and they know what they want to pay for them. And that's a problem for your salespeople.

More buyers and influencers are involved in buying process than ever before. As those buying processes get more complex, it's harder and harder for your sellers to stay focused on business value, and instead have to defend their price in procurement departments.

what's going wrong?

- Customers perceive what you can do for them and what your competition can do is essentially the same.
- Feature-function competitive battles commoditize your offerings, giving buyers no reason to choose you over the lowest priced option.
- Salespeople struggle to effectively inform customers what they can do differently as a result of using your solution.

what if you could...

- Drive more profitable deals by claiming more value throughout the negotiation process?
- Shake buyers' expectations about how to solve their challenges and establish the need to move now on your solution?
- Help sellers position and win in complex, multi-party selling scenarios?

WHY CHANGE



WHY YOU



WHY INVEST



WHY NOW



WHY PAY



WHY SIGN



WHY STAY



WHY EVOLVE



if...

Your sales cycles are taking longer and expanding in scope...

You need to align multiple decision-makers around your solution...

Your reps encounter "last mile" challenges to reaching agreement, forge consensus in complex, multi-party decisions and guide the closing process through timely agreement...

then...

You need Corporate Visions' **Why Sign Decision-Based Training**: a unique skills course to help you use science-based concepts to help forge consensus in complex, multi-party decisions and guide the closing process through timely agreement.

what it is

Why Sign 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

- Discover counterintuitive and unconventional negotiating techniques to create and claim more value.
- Create customer uncertainty and drive urgency to change.
- Identify and execute a planned series of deal-specific pivotal agreements designed to exchange value, protect solution value, and advance opportunities in complex, multi-party selling scenarios.