



decision-based training

why evolve  
skills

## your challenge

Convincing customers to migrate to upgraded solutions and services seems like it ought to be easy. Too bad it seldom is. That's because a range of hidden challenges and complexities that you might have underestimated at the outset can rise to the fore, potentially scuttling your chance to forge higher-value relationships with customers.

There's a lot hanging in the balance in the upsell dialogue. Succeed, and you lay the groundwork for better customer experiences and longer-lasting partnerships. Stumble, and your partnerships stagnate, your revenues level off, and you could become vulnerable to getting picked off by competitors, who can disrupt you out of the equation with promises of something better.

## what's going wrong?

- Salespeople are not handling the upsell conversation as well as they should be.
- Customers aren't compelled to move off your current solution.
- Competitors present the next-level solution better and steal customers away.

## what if you could...

- Have stronger executive business reviews?
- Move customers to new products or versions faster?
- Expand your relationship into new areas of the organization?

WHY  
CHANGE



WHY  
YOU



WHY  
INVEST



WHY  
NOW



WHY  
PAY



WHY  
SIGN



WHY  
STAY



WHY  
EVOLVE



## if...

You're seeing poor returns from business reviews...

Customers are slow to embrace new products/  
versions...

You're having difficulty expanding and penetrating  
identified whitespace to sell more broadly within  
accounts and upsell customers on new and  
additional offerings...

## then...

You need Corporate Visions' **Why Evolve Decision-Based Training**: a unique skills course to help you sell more broadly within accounts and upsell customers on new and additional offerings.

## what it is

**Why Evolve 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

- Create a client communication cadence that reinforces why they bought from you and the benefits they've received from your relationship.
- Get clients to consider your new products or platforms.
- Move into new areas of a client organization.