



decision-based training

why you
skills

your challenge

You struggle to differentiate your solutions and avoid being seen as commodity provider. The reason? Too often, your consultants have the mistaken belief that they're in a head-to-head battle against other suppliers. Everyone talks about the same capabilities in the same way.

The result? Prospects decide that you are all the same, and they either go with the lowest priced provider or decide to stick with the status quo.

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...

- Map your points of differentiation to your customer's business challenges?
- Communicate what value customers will realize by overcoming those challenges?
- Prove and defend the claims they made?

WHY CHANGE



WHY YOU



WHY INVEST



WHY NOW



WHY PAY



WHY SIGN



WHY STAY



WHY EVOLVE



if...

Customers see no difference between you and your competitors...

You're operating in a highly commoditized market...

Your reps struggle to articulate value vs. features & benefits...

then...

You need Corporate Visions' **Why You Decision-Based Training**: a unique skills course to help you use science-based concepts to help prospects see a clear difference between your solutions and competing alternatives.

what it is

Why You 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 messages that map your differentiation to your customer's business challenges.
- Clearly show what your customer can do differently with your solution—and what that means.
- Recognize and reframe emotion-driven sales objections.