

# Create Value

## Skills for High-Velocity Sellers

Disrupt the status quo and help prospects see the need to change

concept	learning outcomes
<b>Convince Prospects to Change</b>	Recognize human nature's inherent aversion to change, and the resulting need to create a compelling reason to change.
<b>Introduce Unconsidered Needs</b>	Identify issues that prospects don't know about or don't think are urgent to disrupt their status quo and get them ready to change.
<b>Use the Why Change Conversation Model</b>	Employ the three characteristics of an effective change conversation: Context, Contrast, and being Concrete.
<b>The Danger of the Hammock Effect</b>	Recognize common conversation pitfalls that lose prospect attention.
<b>Grab Prospect Interest</b>	Create compelling sales messages that grab and sustain prospect interest.
<b>Create Your Why You Story</b>	Map what's important to a prospect to what's unique to you, and that you're able to defend.
<b>Tell Your Why You Story</b>	Compose messages that communicate what prospects can do differently with your solution, and what that means to them.
<b>Make Your Customer the Hero</b>	Use storytelling models and techniques to make your messages connect with customers in personal and emotional ways.