



Create Value

Skills for High-Velocity Sellers

asynchronous inline training

Day 1

Course Setup

- Introduction
- Download workbook

Day 1 Learn & Apply

- Convince Prospects to Change
- Introduce Unconsidered Needs
- Use the Why Change Conversation Model

Worksheet Assignment

- Review Your Why Change Worksheet Assignment
- Download Your Why Change Worksheet

Day 2

Day 2 Learn

- The Danger of the Hammock Effect
- Grab Prospect Interest

Day 3

Day 3 Learn & Apply

- Create Your Why You Story
- Tell Your Why You Story
- Make Your Customer the Hero

Worksheet Assignment

- Review Your Why You Worksheet Assignment
- Download Your Why You Worksheet

Day 4

Audio Challenge

Participants are challenged to use what they learned by audio recording themselves presenting their Why Change OR Why You conversation.

Then, they receive personal coaching on the substance of their conversation's content and the quality of their delivery based on the grading rubric.

Post Training Skills Reinforcement

Participants register for the **Virtual Coach service**, a decision-specific library of guides designed to sustain skills adoption, and receive their sharable **eBadge** showing program completion.

