



Create Value

Skills for High-Velocity Sellers

virtual instructor-led agenda

AM

9:00 – 9:30

Launch

- Virtual Coffee & Participant Engagement
- Creating the Buying Vision

9:30 – 10:00

Self-paced digital modules

- Convince Prospects to Change
- Introduce Unconsidered Needs
- Use the Why Change Conversation Model
- Danger of the Hammock Effect

10:00 – 10:15

Break

10:15 – 11:30

Concept validation & skill practice

- Key learning review – Jeopardy & discussion
- **Activity:** Participants brainstorm Unconsidered Needs

11:30 – 12:15

Activity: Why Change

- Each group selects an account
- Complete a Why Change Worksheet for group account
- Practice Why Change message with coaching

12:15 – 1:00

Lunch

PM

1:00 – 1:30

Grabbers

1:30 – 1:45

Why You

- The best story wins
- Value Wedge

1:45 – 2:15

Self-paced digital modules

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

2:15 – 3:15

Concept validation & skill practice

- Key learning review – teach-back and discussion
- **Activity:** Participants identify and debate strong DO statements

3:15 – 3:30

Break

3:30 – 4:45

Activity: Why You

- Each group selects an account
- Complete a Why You Worksheet for group account
- Practice Why You message using message review guidelines

4:45 – 5:00

Wrap up

