



Expand Value

Skills for High-Velocity Sellers

asynchronous inline training

Day 1

Course Setup

- Introduction
- Download workbook

Day 1 Learn

- Differentiate Expansion Conversations
- Status Quo Bias in Customer Expansion
- How Customers Define Value

Day 2

Day 2 Learn & Apply

- Make the Expansion Sale
- Share Common Results

Worksheet Assignment

- Review Your Why Evolve Worksheet Assignment
- Download your Why Evolve Worksheet

Day 3

Day 3 Learn & Apply

- Win Each Expansion Moment
- Make the Retention Sale
- Delivering the Right Apology

Worksheet Assignment

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

Day 4

Audio Challenge

Participants are challenged to use what they learned by audio recording themselves presenting their Why Evolve OR Why Stay conversations.

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.

