



# Expand Value

## Skills for High-Velocity Sellers

### virtual instructor-led agenda

#### AM

9:00 – 9:45

#### launch

- **Activity: Expansion Role Plays**
- Acquisition ≠ Expansion
- Incumbent Advantage

9:45 – 10:15

#### self-paced digital modules

- How Customers Define Value
- Make the Expansion Sale
- Share Common Results

10:15 – 10:30

#### break

10:30 – 11:15

#### concept validation & skill practice

- Key learning review – teachback & discussion

11:15 – 12:15

#### activity: Why Evolve

- Each group selects an account
- Complete a Why Evolve worksheet for group account
- Practice Why Evolve conversation and receive coaching

12:15 – 1:00

#### lunch

#### PM

1:00 – 1:20

#### Why Stay

- Impact of Customer Churn
- Why Stay

1:20 – 2:00

#### self-paced digital modules

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

2:00 – 2:45

#### concept validation & skill practice

- Key learning review – teachback & discussion

2:45 – 3:00

#### break

3:00 – 3:45

#### activity: deliver the right apology

- Class identifies common service failures
- Each group creates an apology for their assigned failure

3:45 – 4:45

#### activity: Why Stay

- Each group selects an account
- Complete a Why Stay worksheet for group account
- Practice Why Stay conversation and receive coaching

4:45 – 5:00

#### Wrap up

