

## **Elevate Value Skills Detailed Learning Outcomes**

Module	Visual Concept	Learning Outcome	Key Content	Runtime
The Buyer's Perspective	oriensal brainess brainess charge articles with the baying vision greats the baying vision	Adopt an executive buyer's perspective to have conversations that win.	<ul> <li>Fear of Heights</li> <li>Executive Encounter</li> <li>Business Value Gap</li> <li>Buyer's Perspective Concept</li> </ul>	12 minutes
Return on Research	effective management propalatory management propalatory procedurations standboder state printed compensation state of the compensation analyses social control of the compensation analyses social social analyse of the compensation analyses social s	Discover how to maximize your research return, while minimizing the time that it takes.	<ul> <li>Return On Research Concept</li> <li>Finding Information Resources</li> <li>Defining insights</li> </ul>	10 minutes
Insight Driven Conversation	DATA  INSIGHT  External factor out of their control yet limportant to their business the data reveals  Tell them a problem they didn't know they had they then they had they they had they they had they they had	Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn move executive time.	<ul> <li>Executive Encounter</li> <li>Insights</li> <li>Data-Insight-Question model</li> <li>Provocative Questions</li> </ul>	11 minutes
Win Access	provide some insight  A new loss or perspective that your customer haun't considered before.  By the business change.    Inversight	Capture attention and gain access to executives using a proven framework anchored in insight.	<ul> <li>Best Access</li></ul>	6 mins



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Money Flow	Balance Sheet  Capital  Capita	Understand how money flows through an organization, appears on financial documents, and impacts executive priorities.	<ul> <li>Money Flow Concept</li> <li>Income Statement Overview</li> <li>Balance Sheet Overview</li> </ul>	11 minutes
Analyze Financials to Find Opportunities	revenue (net sales) or turnover  minus: cost of goods sold  minus: operating expenses  interest, extraordinary tems, and taxes  revenue  minus: operating income interest, extraordinary tems, and taxes	Use your prospect's financial statements to uncover gaps your solutions can close.	<ul> <li>Financial Trend Analysis</li> <li>Competitive Benchmarking</li> <li>Aligning Solution Impact to Financials</li> </ul>	11 minutes
Communicate Business Change	business change  how/il they operate differently? how is that better? what risks are resolved? what gets messured?  future state	Enable your executive buyer to envision how their future state improves on their current state because of the change your solution brings.	<ul> <li>Create a Buying Vision</li> <li>Business Change Concept</li> <li>Measuring Business Change</li> </ul>	8 minutes



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Leverage Unconsidered Needs	unconsidered  identified  commeditized  comm	Avoid the commoditized conversations that happen when you only match know needs to know capabilities.	<ul><li>Unconsidered Needs</li><li>Unconsidered Capabilities</li></ul>	9 minutes
Understand Executive Decision Making	(+) psychological  some value  Tasses  Zx value  Much more value  (-)	Frame your message to appeal to both the rational and emotional components of the executive's brain.	<ul><li>Prospect Theory</li><li>Loss Aversion</li><li>Systems 1 &amp; 2</li></ul>	8 minutes
Create Executive Urgency	unconsidered needs  unexpected flavor in their current shadon response  external factor how you resolved the uncorreidend need to uncor	Drive executive urgency to buy now through proven & studied message framework.	<ul><li>Why Now Message Framework</li><li>4 Message elements</li></ul>	11 minutes
Identify Relevant Performance Metrics	business unit level	Raise the specificity and credibility of your business case by identifying metrics that matter.	<ul> <li>Types of Business Metrics</li> <li>Triple Metric</li> <li>Identifying a Triple Metric</li> </ul>	8 minutes



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Use ROI and Economic Justification	**************************************	Leverage multiple dimensions of Return on Investment (ROI) to differentiate your business case.	<ul> <li>Economic Justification Concept</li> <li>ROI Formula</li> <li>Customer ROI Methods</li> </ul>	11 minutes
Match Conversations with Roles	what are my business priorities? how is my performance priorities? what are my areas of responsibility?	Drive the right conversation at the right executive altitude to drive urgency with the audience that matters.	<ul> <li>Know Me Before You Meet Me</li> <li>Understanding Role Profiles</li> </ul>	11 minutes