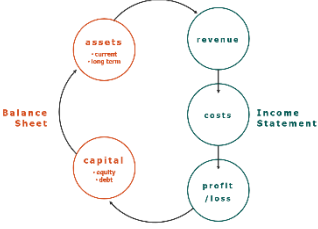
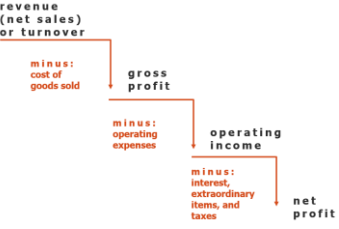

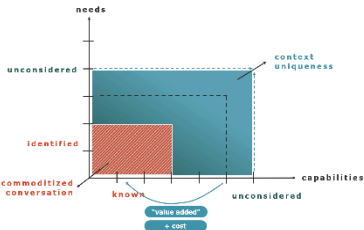
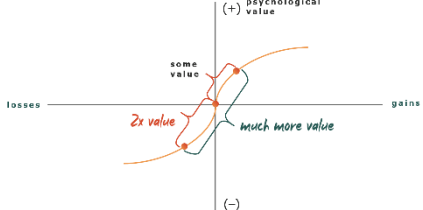

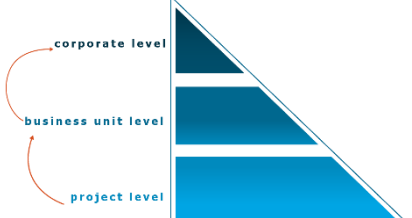
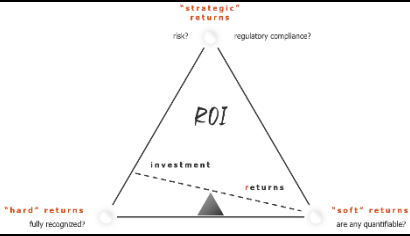



# Elevate Value Skills Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<b>The Buyer's Perspective</b>		Adopt an executive buyer's perspective to have conversations that win.	<ul style="list-style-type: none"> <li>• Fear of Heights</li> <li>• Executive Encounter</li> <li>• Business Value Gap</li> <li>• Buyer's Perspective Concept</li> </ul>	12 minutes
<b>Return on Research</b>		Discover how to maximize your research return, while minimizing the time that it takes.	<ul style="list-style-type: none"> <li>• Return On Research Concept</li> <li>• Finding Information Resources</li> <li>• Defining insights</li> </ul>	10 minutes
<b>Insight Driven Conversation</b>		Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn move executive time.	<ul style="list-style-type: none"> <li>• Executive Encounter</li> <li>• Insights</li> <li>• Data-Insight-Question model</li> <li>• Provocative Questions</li> </ul>	11 minutes
<b>Win Access</b>		Capture attention and gain access to executives using a proven framework anchored in insight.	<ul style="list-style-type: none"> <li>• Best Access Approaches</li> <li>• 4-Step Access Strategy</li> <li>• Creating an Executive Access Message</li> </ul>	6 mins

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<h3>Money Flow</h3>		<p>Understand how money flows through an organization, appears on financial documents, and impacts executive priorities.</p>	<ul style="list-style-type: none"> <li>• Money Flow Concept</li> <li>• Income Statement Overview</li> <li>• Balance Sheet Overview</li> </ul>	<p>11 minutes</p>
<h3>Analyze Financials to Find Opportunities</h3>		<p>Use your prospect's financial statements to uncover gaps your solutions can close.</p>	<ul style="list-style-type: none"> <li>• Financial Trend Analysis</li> <li>• Competitive Benchmarking</li> <li>• Aligning Solution Impact to Financials</li> </ul>	<p>11 minutes</p>
<h3>Communicate Business Change</h3>		<p>Enable your executive buyer to envision how their future state improves on their current state because of the change your solution brings.</p>	<ul style="list-style-type: none"> <li>• Create a Buying Vision</li> <li>• Business Change Concept</li> <li>• Measuring Business Change</li> </ul>	<p>8 minutes</p>

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<h3>Leverage Unconsidered Needs</h3>		<p>Avoid the commoditized conversations that happen when you only match known needs to known capabilities.</p>	<ul style="list-style-type: none"> <li>• Unconsidered Needs</li> <li>• Unconsidered Capabilities</li> </ul>	<p>9 minutes</p>
<h3>Understand Executive Decision Making</h3>		<p>Frame your message to appeal to both the rational and emotional components of the executive's brain.</p>	<ul style="list-style-type: none"> <li>• Prospect Theory</li> <li>• Loss Aversion</li> <li>• Systems 1 &amp; 2</li> </ul>	<p>8 minutes</p>
<h3>Create Executive Urgency</h3>		<p>Drive executive urgency to buy now through proven &amp; studied message framework.</p>	<ul style="list-style-type: none"> <li>• Why Now Message Framework</li> <li>• 4 Message elements</li> </ul>	<p>11 minutes</p>
<h3>Identify Relevant Performance Metrics</h3>		<p>Raise the specificity and credibility of your business case by identifying metrics that matter.</p>	<ul style="list-style-type: none"> <li>• Types of Business Metrics</li> <li>• Triple Metric</li> <li>• Identifying a Triple Metric</li> </ul>	<p>8 minutes</p>

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<p><b>Use ROI and Economic Justification</b></p>		<p>Leverage multiple dimensions of Return on Investment (ROI) to differentiate your business case.</p>	<ul style="list-style-type: none"> <li>• Economic Justification Concept</li> <li>• ROI Formula</li> <li>• Customer ROI Methods</li> </ul>	<p>11 minutes</p>
<p><b>Match Conversations with Roles</b></p>		<p>Drive the right conversation at the right executive altitude to drive urgency with the audience that matters.</p>	<ul style="list-style-type: none"> <li>• Know Me Before You Meet Me</li> <li>• Understanding Role Profiles</li> </ul>	<p>11 minutes</p>