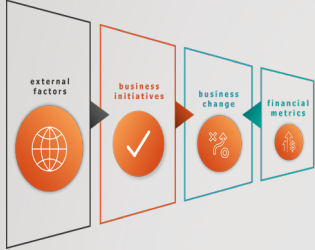
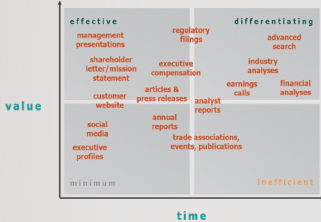
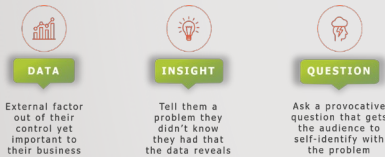
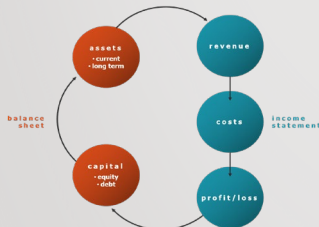


# learning outcomes

## Elevate Success


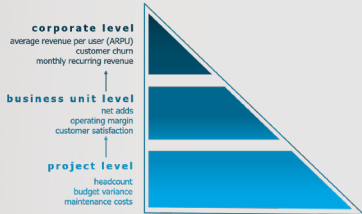


Tell a differentiated story based on business value.

concept	skill application	learning outcomes
<b>Buyer's Perspective</b> 	<ul style="list-style-type: none"> <li>• Begin building a framework for an executive conversation.</li> <li>• Practice the opening minute of an executive conversation.</li> </ul>	<ul style="list-style-type: none"> <li>• Adopt the buyer's perspective when planning and conducting executive conversations.</li> </ul>
<b>Return On Research</b> 	<ul style="list-style-type: none"> <li>• Conduct customer research.</li> <li>• Update your conversation framework with new information.</li> </ul>	<ul style="list-style-type: none"> <li>• Interpret customer and industry information to identify how to quantify your value.</li> </ul>
<b>Insight Driven Conversation</b> 	<ul style="list-style-type: none"> <li>• Identify a piece of data, an insight, and create a question.</li> <li>• Practice delivering data-insight-question.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn more executive time.</li> </ul>
<b>Money Flow</b> 	<ul style="list-style-type: none"> <li>• Describe how your solution impacts specific line items in customer financial statements.</li> </ul>	<ul style="list-style-type: none"> <li>• Link your solution's impact to improving customer financial performance.</li> </ul>

# learning outcomes

## Elevate Success

Motivate your customers with a compelling economic value proposition?

concept	skill application	learning outcomes
<b>Business Change</b> 	<ul style="list-style-type: none"> <li>Create 'before and after' pictures that show customers how they are operating differently after investing.</li> </ul>	<ul style="list-style-type: none"> <li>Translate solution value to business impact.</li> </ul>
<b>Performance Metrics</b> 	<ul style="list-style-type: none"> <li>Identify relevant industry metrics.</li> <li>Build a Triple Metric model for your customer.</li> </ul>	<ul style="list-style-type: none"> <li>Quantify your solution's value using metrics meaningful to your customer.</li> </ul>
<b>Economic Justification</b> 	<ul style="list-style-type: none"> <li>Create an ROI triangle for your customer.</li> </ul>	<ul style="list-style-type: none"> <li>Work jointly with customers to measure ROI.</li> </ul>
<b>Right Conversation, Right Person</b> 	<ul style="list-style-type: none"> <li>Tailor your executive conversation to your target executive.</li> </ul>	<ul style="list-style-type: none"> <li>Position your solution's value throughout your customer's organization to engage in the right conversation with the right person.</li> </ul>