

Elevate Success – Day 1

AM

9:00 – 9:40

launch

- **Activity: Executive Encounter**
- Executives Prefer Business Conversations

9:40 – 10:05

executive decision making

- Understanding Executive Decision Making
- Buyer's Perspective

10:05 – 10:40

customer application

- **Activity: Individuals complete a planner**
- **Activity: Groups review planners in pairs**

10:40 – 10:55

break

10:55 – 11:35

customer application

- **Activity: Groups role play their opening minute conversation and receive coaching**

11:35 – 11:50

return on research

11:50 – 12:20

customer application

- **Activity: Individuals conduct research**

PM

12:20 – 1:05

lunch

1:05 – 1:30

discussion on customer research

1:30 – 1:45

insight driven conversations

- Data – Insight – Question

1:45 – 2:30

customer application

- **Activity: Groups identify data-insight-question to stimulate conversation and receive coaching**

2:30 – 2:45

break

2:45 – 3:15

money flow

- Financial Statements

3:15 – 3:50

customer application

Activity: Individuals add metrics to planners

3:50 – 4:50

customer application

- **Activity: Groups create and practice a full conversation and receive coaching**

4:50 – 5:00

wrap up



Elevate Success – Day 2

AM

9:00 – 9:15

launch

9:15 – 9:30

business change

9:30 – 10:00

customer application

- Activity: Groups describe current situation and business change

10:00 – 10:15

win and maintain access

customer application

- Activity: Individuals create an access message
- Activity: Practice access message in pairs and receive coaching

11:00 – 11:15

break

performance metrics

- Industry Metrics
- Triple Metric
- Activity: Individuals create a Triple Metric

11:30 – 12:20

customer application

- Activity: Groups create Triple Metric linkages and receive coaching

PM

12:20 – 1:05

lunch

1:05 – 1:20

buyer alternatives

1:20 – 2:00

economic justification

- ROI and Economic Justification
- Activity: Individuals create ROI triangle

2:00 – 2:45

customer application

- Activity: Groups refine ROI triangle and receive coaching

2:45 – 3:00

break

3:00 – 3:15

match conversations with roles

3:15 – 4:45

customer application

- Activity: Groups create and practice a full conversation and receive coaching

4:45 – 5:00

wrap up

