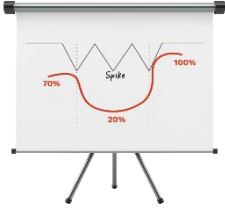




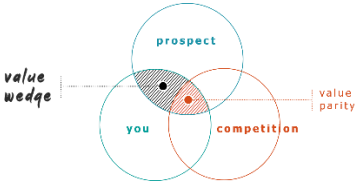
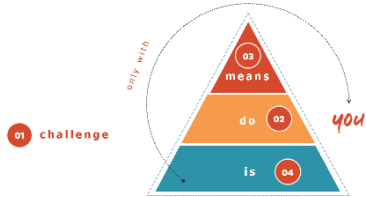






Create Value Skills Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Change Introduction		Recognize human nature's inherent aversion to change and how to overcome it.	<ul style="list-style-type: none"> Decision Avoidance Why Change before Why You Create the Need for Change 	11 minutes
Status Quo Bias		Expose and overcome the hidden forces that drive your prospects to no decision.	<ul style="list-style-type: none"> 40% No Decision 4 Causes of Status Quo Bias 	11 minutes
Leverage Unconsidered Needs		Avoid the trap of addressing known needs and commoditizing your sales conversations.	<ul style="list-style-type: none"> Unconsidered Needs Bank Study 	9 minutes
Why Change Framework		Create a compelling message that persuades a prospect to question their status quo.	<ul style="list-style-type: none"> Why Change Framework Prospect Theory 	14 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Visual Storytelling		Employ visual storytelling techniques to make your POV message more compelling and more memorable.	<ul style="list-style-type: none"> Picture Superiority Effect Impact of Whiteboard Visuals Characteristics of Great Visuals 	10 minutes
Grab Attention		Use proven techniques to grab your audience's attention and make your message memorable.	<ul style="list-style-type: none"> The Hammock Effect Words In Common Number Play 3D Props Priming Slides 	14 minutes
Compelling Dialogue	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>DATA</p> <p>External factor out of their control yet important to their business</p> </div> <div style="text-align: center;">  <p>INSIGHT</p> <p>Tell them a problem they didn't know they had that the data reveals</p> </div> <div style="text-align: center;">  <p>QUESTION</p> <p>Ask a provocative question that gets the audience to self-identify with the problem</p> </div> </div>	Create compelling dialogue that incorporates data and insight to generate the most favorable response.	<ul style="list-style-type: none"> Insight Research Data—Insight—Question Types of Questions 	11 minutes
Why You Introduction	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <p>01</p> <p>too much unnecessary information</p> </div> <div style="text-align: center;"> <p>02</p> <p>not messaging from buyers' point of view</p> </div> <div style="text-align: center;"> <p>03</p> <p>failing to tell what's different about you</p> </div> </div>	Understand why you need to articulate a story that separates your offering from every competing alternative.	<ul style="list-style-type: none"> The Right Story 3 Deadly Sins of Messaging 	12 minutes
Value Wedge		Differentiate by finding the intersection of your buyer's needs and what's unique to you.	<ul style="list-style-type: none"> Value Wedge Differentiation 	9 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Message Pyramid		<p>Describe what your customer can <i>do</i> differently because of your solution.</p>	<ul style="list-style-type: none"> • Message Pyramid • Power Positions 	<p>9 minutes</p>
Telling Details		<p>Communicate your differentiation with the specificity and detail proven to produce buyer preference for you.</p>	<ul style="list-style-type: none"> • Research • The Power of Telling Details 	<p>13 minutes</p>
Power of Stories		<p>Use stories to make your message connect with buyers in an emotional and personal way.</p>	<ul style="list-style-type: none"> • Hero's Journey • You Phrasing • Personal Story • Customer Story with Contrast 	<p>15 minutes</p>
Objection Reframes		<p>Overcome your buyer's most deeply-rooted objections.</p>	<ul style="list-style-type: none"> • Handling Rational Objections • Emotional Objections • Objection Reframe Formula 	<p>11 minutes</p>
Decision Making		<p>Get inside your buyer's brain with techniques that accelerate decisions in your favor.</p>	<ul style="list-style-type: none"> • Brain Function • Emotions Lead to Memory • First, Last, Personal 	<p>11 minutes</p>