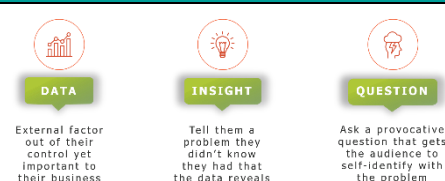




Why Invest Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
The Buyer's Perspective		Adopt an executive buyer's perspective to have conversations that win.	<ul style="list-style-type: none"> • Fear of Heights • Executive Encounter • Business Value Gap • Buyer's Perspective Concept 	12 minutes
Return on Research		Discover how to maximize your research return, while minimizing the time that it takes.	<ul style="list-style-type: none"> • Return On Research Concept • Finding Information Resources • Defining insights 	10 minutes
Money Flow		Understand how money flows through an organization, appears on financial documents, and impacts executive priorities.	<ul style="list-style-type: none"> • Money Flow Concept • Income Statement Overview • Balance Sheet Overview • 	11 minutes
Analyze Financials to Find Opportunities		Use your prospect's financial statements to uncover gaps your solutions can close.	<ul style="list-style-type: none"> • Financial Trend Analysis • Competitive Benchmarking • Aligning Solution Impact to Financials 	11 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Insight Driven Conversation	 <p>DATA External factor out of their control yet important to their business</p> <p>INSIGHT Tell them a problem they didn't know they had that the data reveals</p> <p>QUESTION Ask a provocative question that gets the audience to self-identify with the problem</p>	<p>Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn more executive time.</p>	<ul style="list-style-type: none"> Executive Encounter Insights Data-Insight-Question model Provocative Questions 	11 minutes
Win Access	 <p>provide some insight A new idea or perspective that your customer hasn't considered before.</p> <p>propose a good idea Lead to your solution vs. leading with your solutions, by stating the business change.</p> <p>leverage reference successes Describe the contrast between their current situation and the business change created.</p> <p>ask for time not an order Selling and prospecting are two distinct actions.</p>	<p>Capture attention and gain access to executives using a proven framework anchored in insight.</p>	<ul style="list-style-type: none"> Best Access Approaches 4-Step Access Strategy Creating an Executive Access Message 	6 mins
Communicate Business Change	 <p>current state → business change → future state</p> <p>how'll they operate differently? how is that better? what risks are resolved? what gets measured?</p>	<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"> Create a Buying Vision Business Change Concept Measuring Business Change 	8 minutes