
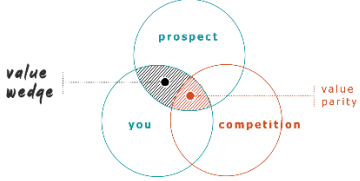
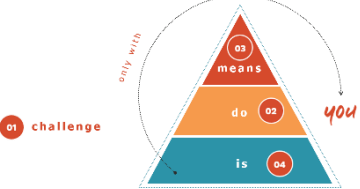






Why You Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why You Introduction	 <p>01 too much unnecessary information</p> <p>02 not messaging from buyers' point of view</p> <p>03 failing to tell what's different about you</p>	<p>Understand why you need to articulate a story that separates your offering from every competing alternative.</p>	<ul style="list-style-type: none"> • The Right Story • 3 Deadly Sins of Messaging 	12 minutes
Value Wedge	 <p>value wedge</p> <p>prospect</p> <p>you</p> <p>competition</p> <p>value parity</p>	<p>Differentiate by finding the intersection of your buyer's needs and what's unique to you.</p>	<ul style="list-style-type: none"> • Value Wedge • Differentiation 	9 minutes
Message Pyramid	 <p>01 challenge</p> <p>only with</p> <p>03 means</p> <p>do 02</p> <p>is 04</p> <p>you</p>	<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 	9 minutes
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 	13 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Power of Stories		Use stories to make your message connect with buyers in an emotional and personal way.	<ul style="list-style-type: none"> • Hero's Journey • You Phrasing • Personal Story • Customer Story with Contrast 	15 minutes
Objection Reframes		Overcome your buyer's most deeply-rooted objections.	<ul style="list-style-type: none"> • Handling Rational Objections • Emotional Objections • Objection Reframe Formula 	11 minutes
Decision Making		Get inside your buyer's brain with techniques that accelerate decisions in your favor.	<ul style="list-style-type: none"> • Brain Function • Emotions Lead to Memory • First, Last, Personal 	11 minutes