



Why Change agenda

AM

9:00 – 9:45

launch

- Virtual Coffee & Participant Engagement
- Creating the Buying Vision
- Unconsidered Needs

9:45 – 10:00

break

10:00 – 10:45

self-paced digital modules

1. Status Quo Bias
2. Leverage Unconsidered Needs
3. Why Change Framework

10:45 – 12:00

concept validation & skill practice

- Key learning review – teachback and discussion
- Account Application Assignment

12:00 – 12:45

lunch

PM

12:45 - 2:30

concept teach & skills practice

- **Visual Storytelling**
- **Grab Customer Attention**
- **Group Activity:** Participants create and present Grabbers with coaching
- **Compelling Dialogue**
- **Group Activity:** Participants create and present DIQ series with coaching
- Consultant overviews Account Application Assignment

2:30 – 2:45

break

2:45 – 3:30

account application assignment

- Each group selects an account
- Complete a Why Change Planner for group account
- Practice Why Change message using message review guidelines

3:30 – 5:00

practice & coaching webinar

- **Activity: Why Change group role plays with coaching**
- Wrap-up





Why You agenda

AM

9:00 - 10:00

launch

- Virtual Coffee & Participant Engagement
- 3 Deadly Sins
- Your Value Wedge

10:00 – 10:15

break

10:15 – 11:00

self-paced digital modules

1. Value Wedge
2. Message Pyramid
3. Telling Details

11:00 – 12:00

concept validation & skill practice

- Key learning review – teachback and discussion
- **Activity: Participants identify and debate strong DO statements**

12:00 – 12:45

lunch

PM

12:45 – 2:30

concept teach & skill practice

- **Decision Making**
- **Deliver Powerful Stories**
- **Group Activity:** Create a story for a current prospect.
- Consultant feedback

Handling Emotional Objections

- **Activity: Class brainstorms common objections and participants create Objection Reframes**
- Consultant overviews Account Application Assignment

2:30 – 2:45

break

2:45 – 3:30

account application assignment

- Each group selects an account
- Complete a Why You Planner for group account
- Practice Why You message using checklist

3:30 – 5:00

practice & coaching webinar

- **Activity: Why You group role plays with coaching**
- Wrap-up and activate post-training reinforcement

