



# 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

