

Expand Success Why Stay

AM

9:00 – 9:30

launch

- Acquisition ≠ Expansion
- Status Quo Bias
- Messaging Void

9:30 – 10:15

self-paced e-learning modules

1. Messaging Void
2. Success Metrics

10:15 – 10:45

concept validation & skill practice

- Key learning review and discussion

10:45 – 11:00

break

11:00 – 12:00

- **Activity:** Class brainstorms triple metric
- **Activity:** Groups create triple metric & linkages
- **Activity:** Group review and feedback

12:00 – 12:45

lunch

PM

12:45 – 1:00

Why Stay

- **Activity:** Groups create Why Stay message
- **Activity:** Role play message with coaching and feedback

1:00 – 2:30

2:30 – 2:45

break

2:45 – 3:35

Why Pay More

- **Activity:** Groups add Why Pay More to a Why Stay message
- **Activity:** Groups review and feedback

3:35 – 4:45

apologizing

- **Activity:** Groups create a Why Forgive message
- **Activity:** Groups review and feedback

4:45 – 5:00

- Wrap-up
- Assign Why Stay simulation



Expand Success Why Evolve

AM

9:00 – 9:30

launch

- Day 1 concept review – Why Stay Simulation

9:30 – 10:15

self-paced e-learning modules

1. Why Evolve Framework
2. Business Review Meetings

10:15 – 10:45

concept validation & skill practice

- Key learning review and discussion

10:45 – 11:00

break

11:00 – 12:15

- **Activity:** Groups Create a Why Evolve Message with coaching and feedback

12:15 – 1:00

Lunch

PM

13:00– 1:35

manage business reviews

- **Activity:** Groups create a Business Review Agenda review with coaching

1:35 – 2:25

customer story with contrast

- **Activity:** Groups create a customer story with contrast review with coaching

2:25 – 2:40

break

2:40 – 3:30

memorable visuals

- **Activity:** Groups create a visual with contrast with coaching and feedback

3:30 – 4:45

managing tension in customer partnerships

- Self Interest Behaviors
- **Activity:** Group behavior skill practice and receive coaching
- Relationship Behaviors
- **Activity:** Group behavior skill practice and receive coaching

4:45 – 5:00

- Wrap-up
- Activate Reinforcement

