



Why You agenda

In-Person

AM

9:00 - 10:25

launch

- Recap of Day 1
- Your Value Wedge
- **Group Activity:** identify your top differentiators
- Group de-brief

10:25 – 10:40

break

10:40 – 12:05

Why You

- **Individual Activity:** Create a Why you for a current prospective customer
- Consultant and group feedback

Hero model and You phrasing

- **Learn the power of stories**

12:05 – 12:50

lunch

PM

12:50- 2:40

The power of stories

- **Group Activity:** Create a story with contrast
- Consultant feedback

objection reframes

- **Group Activity:** Create reframes for common objections
- Consultant feedback

2:40 – 2:55

break

2:55 – 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

