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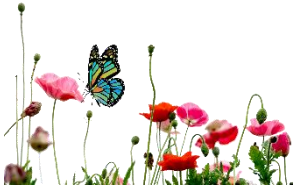
# Master Digital Selling – Digital Conversations | learning outcomes

| Module | Visual concept | Learning outcome | Key content | Runtime |
|---|---|---|---|---|
| **Define your 10% message** | | Clarify your core message and make it memorable to drive buying decisions in your favor. | • Memory drives decisions<br>• What customers remember<br>• 3 deadly sins of messaging<br>• Control your message<br>• Deliver your 10% | 20 minutes |
| **Avoid monologues** | | Persuade buyers to make a decision in your favor through constructive dialogue. | • Why virtual conversations fail<br>• Data, Insight, Question<br>• What insights to use<br>• Provocative questions | 17 minutes |
| **Amp up your language** |  | Choose language that's proven to make your message compelling to drive buyer action in your favor. | • Emotional language<br>• Telling details<br>• You-phrasing<br>• Buyer ownership | 19 minutes |

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| **Control focus** | | Capture and control attention to ensure your audience remembers your core message. | • Random vs. precise memories<br>• Manage attention by reducing quantity and using animation, color and size | 17 minutes |
| **Prime your audience** | | Drive precise memories by spiking attention just before critical moments. | • Spike attention<br>• Break the pattern of a presentation<br>• Priming slides | 11 minutes |
| **Optimize your setup** | | Set up your virtual conversations to maximize your credibility and your message's memorability. | • Cameras on vs. off<br>• Real vs. fake background<br>• Audio quality<br>• Single vs. multiple presenters<br>• Sitting vs. standing | 12 minutes |

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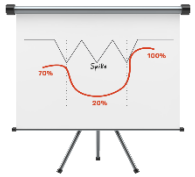
| **Engage your audience** | | Keep your virtual audience engaged by using proven, research-backed virtual presentation techniques. | • Introductions<br>• Grabbers<br>• Ask your audience to take notes<br>• Energy and variation | 19 minutes |
| **Tell a visual story** |  | Make your message memorable by using annotation and by drawing simple visuals. | • Picture superiority effect<br>• Annotation<br>• Whiteboarding | 14 minutes |
| **Get your audience involved** | | Increase the memorability of your presentations by involving your audience in collaborative activities. | • Chat and polls<br>• Collaboration tools<br>• Drawing along | 16 minutes |

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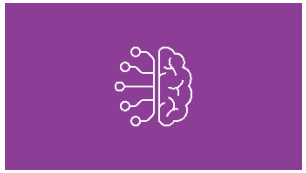
| **AI for Digital Conversations** |  | Use generative AI tools to supercharge your digital conversations. | • Rapidly define your 10% message<br>• AI-sourced data-insight-questions<br>• Make your messaging concise and memorable<br>• Generate ideas for Grabbers and priming slides<br>• Quickly build a presentation overview and ideas for visuals<br>• Pre-empt difficult questions and prepare your responses | Self-paced |

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