














## Why Engage | detailed learning outcomes

Module	Visual concept	Learning outcome	Key content	Runtime
<b>Think like a buyer</b>		Get the inside scoop on how businesses make buying decisions.	<ul style="list-style-type: none"> <li>• The buying process</li> <li>• Key decision maker types</li> <li>• Key functional areas</li> </ul>	17 minutes
<b>Align your sales process</b>		Drive better outcomes by syncing your sales process to your buyer's journey.	<ul style="list-style-type: none"> <li>• The sales process</li> <li>• Sales team roles</li> <li>• Overview of tools of the trade</li> </ul>	16 minutes
<b>Be problem-minded</b>		Increase your chances of closing the deal by getting alignment on your prospect's underlying problems.	<ul style="list-style-type: none"> <li>• Definition of problem-minded selling</li> <li>• Research-backed comparison of discovery approaches</li> </ul>	7 minutes

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<b>Do your research</b>		Gain an unfair advantage by researching your prospect and the forces that are shaping their world.	<ul style="list-style-type: none"><li>• Sources of information</li><li>• The SMART prospecting framework</li></ul>	14 minutes
<b>Personalize your messages</b>		Cut through the sales noise by adding a personalized touch to your messaging.	<ul style="list-style-type: none"><li>• The 10-80-10 rule</li><li>• Pro tips for writing effective emails</li></ul>	17 minutes
<b>Respond quickly</b>		Seize inbound leads with a rapid, research-driven response.	<ul style="list-style-type: none"><li>• How—and when—to respond to hot vs. warm leads</li><li>• 24-hour response planner</li></ul>	9 minutes

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<p><b>Make contact</b></p>		<p>Communicate effectively with gatekeepers to gain access to your prospect.</p>	<ul style="list-style-type: none"> <li>• Definition of different gatekeeper types</li> <li>• How to communicate with different gatekeepers to gain access</li> </ul>	<p>12 minutes</p>
<p><b>A winning prospecting call</b></p>		<p>Optimize your limited time to make an impact on a prospecting call.</p>	<ul style="list-style-type: none"> <li>• The purpose of a prospecting call</li> <li>• The structure of a winning prospecting call</li> </ul>	<p>12 minutes</p>
<p><b>Master the opening</b></p>		<p>Grab attention and build rapport in the opening seconds of a prospecting call.</p>	<ul style="list-style-type: none"> <li>• Introduce yourself</li> <li>• Personalize the opening</li> <li>• State your purpose and get permission to continue</li> <li>• Verify your prospect's role and responsibilities</li> </ul>	<p>13 minutes</p>

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<p><b>Create a compelling dialogue</b></p>		<p>Use powerful questions to get your prospect opening up about the challenges they're facing and ignite interest in the potential of your solution.</p>	<ul style="list-style-type: none"> <li>• Use DIQs to facilitate a compelling dialogue</li> <li>• The problem continuum</li> <li>• Questions to assess the context, clarity and correctness of your prospect's problem</li> <li>• Use Telling Details to deliver an effective value statement</li> <li>• Tell customer stories with contrast for impact</li> </ul>	<p>24 minutes</p>
<p><b>Communicate to engage</b></p>		<p>Overcome the barriers of a voice-only conversation through active listening and communication techniques.</p>	<ul style="list-style-type: none"> <li>• Use tone, pitch, volume and pace to communicate with clarity</li> <li>• Use active listening techniques to engage your prospect</li> </ul>	<p>13 minutes</p>
<p><b>Qualify your lead</b></p>		<p>Give the opportunity momentum by collaborating with the deal team in a way that maximizes their chances of closing the sale.</p>	<ul style="list-style-type: none"> <li>• Identify and qualify key decision makers</li> <li>• Schedule the next meeting and follow up</li> <li>• Handover the right information to propel the deal forward</li> </ul>	<p>20 minutes</p>

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<b>AI for Why Engage</b>		Harness the power of AI to spark conversations that turn new leads into opportunities.	<ul style="list-style-type: none"><li>• Get AI-powered insights on target markets and customers</li><li>• Supercharge your SMART research</li><li>• Rapidly generate 10-80-10 emails</li><li>• AI-sourced data-insight-questions</li><li>• Summarize and review your prospecting call in seconds</li></ul>	Self-paced

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