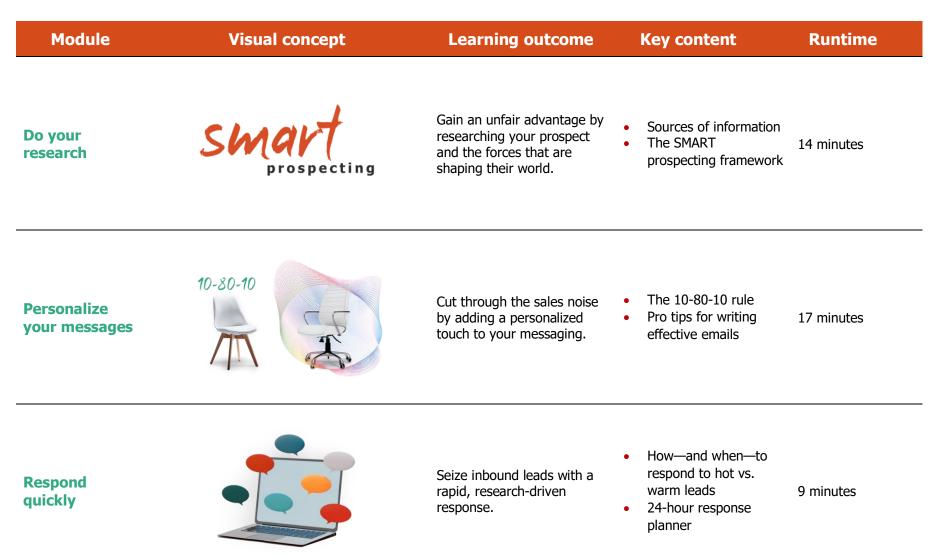
Why Engage | detailed learning outcomes

Module	Visual concept	Learning outcome	Key content	Runtime
Think like a buyer		Get the inside scoop on how businesses make buying decisions.	 The buying process Key decision maker types Key functional areas 	17 minutes
Align your sales process		Drive better outcomes by syncing your sales process to your buyer's journey.	 The sales process Sales team roles Overview of tools of the trade 	16 minutes
Be problem- minded		Increase your chances of closing the deal by getting	 Definition of problem- minded selling Research-backed comparison of discovery approaches 	7 minutes







Module	Visual concept	Learning outcome	Key content	Runtime
Make contact		Communicate effectively with gatekeepers to gain access to your prospect.	 Definition of different gatekeeper types How to communicate with different gatekeepers to gain access 	12 minutes
A winning prospecting call		Optimize your limited time to make an impact on a prospecting call.	 The purpose of a prospecting call The structure of a winning prospecting call 	12 minutes
Master the opening		Grab attention and build rapport in the opening seconds of a prospecting call.	 Introduce yourself Personalize the opening State your purpose and get permission to continue Verify your prospect's role and responsibilities 	13 minutes



Module	Visual concept	Learning outcome	Key content	Runtime
Create a compelling dialogue		Use powerful questions to get your prospect opening up about the challenges they're facing and ignite interest in the potential of your solution.	 Use DIQs to facilitate a compelling dialogue The problem continuum Questions to assess the context, clarity and correctness of your prospect's problem Use Telling Details to deliver an effective value statement Tell customer stories with contrast for impact 	24 minutes
Communicate to engage		Overcome the barriers of a voice-only conversation through active listening and communication techniques.	 Use tone, pitch, volume and pace to communicate with clarity Use active listening techniques to engage your prospect 	13 minutes
Qualify your lead		Give the opportunity momentum by collaborating with the deal team in a way that maximizes their chances of closing the sale.	 Identify and qualify key decision makers Schedule the next meeting and follow up Handover the right information to propel the deal forward 	20 minutes



Module	Visual concept	Learning outcome	Key content	Runtime
AI for Why Engage	of the	Harness the power of AI to spark conversations that turn new leads into opportunities.	 Get AI-powered insights on target markets and customers Supercharge your SMART research Rapidly generate 10- 80-10 emails AI-sourced data- insight-questions Summarize and review your prospecting call in seconds 	Self-paced