

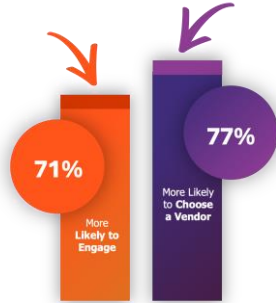

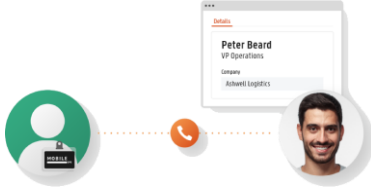




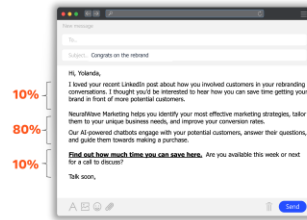
# Why Engage

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>		<p>Increase your chances of closing the deal by getting alignment on your prospect's underlying problems.</p>	<ul style="list-style-type: none"> <li>• Definition of problem-minded selling</li> <li>• Research-backed comparison of discovery approaches</li> </ul>	<p>7 minutes</p>
<b>Do Your Research</b>		<p>Gain an unfair advantage by researching your prospect and the forces that are shaping their world.</p>	<ul style="list-style-type: none"> <li>• Sources of information</li> <li>• The SMART prospecting framework</li> </ul>	<p>14 minutes</p>
<b>Personalize Your Messages</b>		<p>Cut through the sales noise by adding a personalized touch to your messaging.</p>	<ul style="list-style-type: none"> <li>• The 10-80-10 rule</li> <li>• Pro tips for writing effective emails</li> </ul>	<p>17 minutes</p>

## Respond Quickly



Seize inbound leads with a rapid, research-driven response.

- How—and when—to respond to hot vs. warm leads
- 24-hour response planner

9 minutes

## 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

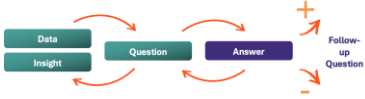



Optimize your limited time to make an impact on a prospecting call.

- The purpose of a prospecting call
- The structure of a winning prospecting call

12 minutes

<b>Master the Opening</b>		<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>
<b>Create a Compelling Dialogue</b>		<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>
<b>Communicate to Engage</b>		<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>
<p><b>AI for Why Engage</b></p>		<p>Harness the power of AI to spark conversations that turn new leads into opportunities.</p>	<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>	<p>Self-paced</p>