



Why Change

1-Day Instructor-led Workshop



Create Value Skills

AM

9:00 – 10:30

Launch

- Creating the Buying Vision
- Unconsidered Needs
- Why Change framework
- **Group Activity:** Create a Why Change story for a current prospective customer

10:30 – 10:45

Break

10:45 – 12:10

Why Change

- Consultant feedback

Big Pictures

- **Group Activity:** Create a Big Picture for your Why Change story
- Consultant feedback

12:10 – 1:00

Lunch

PM

1:00 – 2:40

Hammock and Grabber

- **Group Activity:** Create a grabber for your Why Change story
- Consultant feedback

D-I-Q

- **Group Activity:** Generate questions for client interactions
- Consultant feedback

2:40 – 3:00

Break

3:00 – 3:35

Account Application Assignment

- Each group selects a new account
- Complete a Why Change Planner for group account
- Practice Why Change message using message review guidelines

3:35 – 5:00

Practice & Coaching

- **Activity:** Why Change group role plays with coaching
- Wrap-up



Why You

1-Day Instructor-led Workshop



Create Value Skills

AM

PM

9:00 – 9:20

Launch

- Recap of Day 1

9:20 – 9:55

Create Differentiation

- Your Value Wedge
- **Group Activity:** identify your top differentiators
- Group de-brief

9:55 – 10:50

Why You

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

10:50 – 11:05

Break

11:05 – 12:15

Hero Model and You Phrasing

- Use Telling Details to magnify your Why You story
- **The Power of Personal Stories**
- **Group Activity:** Create a personal story
- Consultant feedback

12:15 – 1:00

Lunch

1:00 – 1:55

The Power of Stories

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

1:55 – 2:50

Objection Reframes

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

2:50 – 3:05

Break

3:05 – 3:50

Account Application Assignment

- Each group selects an account
- Complete a Why You Planner for group account
- Practice Why You message using checklist

3:50 – 5:00

Practice & Coaching

- **Activity:** Why You group role plays with coaching
- Wrap-up and activate post-training reinforcement