



# Digital Conversations



## Master Digital Selling Skills

### 1-Day Instructor-led Workshop

#### AM

9:00 – 9:25

#### Day 1 Review

- Memory drives decisions

9:25 – 10:10

- Define your 10%

**Activity:** Groups select an account/presentation and create a 10% slide, receive coaching

10:10 – 10:55

- Avoid Monologues - DIQ

**Activity:** Groups create a Data, Insight, Question and receive coaching

10:55 – 11:10

#### Break

11:10 – 11:45

- Amp up your language

**Activity:** Groups add one of the techniques to describe supporting point

11:45 – 12:30

#### Lunch

#### PM

12:30 – 12:45

- Control your focus

**Activity:** Individuals select a slide and techniques to apply

12:45 – 1:05

- Prime your audience

**Activity:** Groups identify where to insert priming

1:05 – 1:15

- Optimize your setup

1:15 – 2:00

- Engage your audience

**Activity:** Groups create a grabber

2:00 – 2:40

- Tell a visual story

**Activity:** Groups create a visual that they will draw and receive coaching

2:40 – 3:05

- Get your audience involved

**Activity:** Groups create drawing instructions for their visual and receive coaching

3:05 – 3:20

#### Break

3:20 – 4:50

**Activity:** Groups refine their presentations then deliver key components and receive coaching

4:50 – 5:00

#### Wrap up