



# Why Invest

## 1-Day Instructor-led Workshop



Elevate Value Skills

### AM

8:00 – 9:00

#### Launch

- Business Value Gap
- **Activity: Executive Encounter**

9:00 – 10:00

#### Adopts a Buyer's Perspective

- Why Executive's Buy
- **Activity: Opening Minute** – One-minute Conversation Role-play with coaching

10:00 – 10:15

#### Break

10:15 – 12:00

#### Gain Customer Insight

- Return On Research
- Unconsidered Needs
- Data Insight Questions
- **Activity: Data Insight Question** – Identify an unconsidered need and create a data insight question series, Role-play with coaching

12:00 – 1:00

#### Lunch

### PM

1:00 – 2:45

#### Demonstrate Financial Impact

- Income Statement
- Balance Sheet
- **Activity: Money Flow** – Identify how your solution impacts revenue, costs, and asset utilization

2:45 – 3:00

#### Break

3:00 – 4:45

#### Communicate Business Change

- Current Situation
- Business Change
- Value lives in the contrast
- **Activity: Business Change** – Create big picture and description for business change. Role-play with coaching

4:45 – 5:00

#### Wrap Up



# Why Now

## 1-Day Instructor-led Workshop



Elevate Value Skills

### AM

8:00 – 8:30

#### Launch

- **Activity: Day 1 Skills Review**

8:30 – 9:30

#### Gain and Maintain Executive Access

- Match conversations with roles
- 4-step access strategy
- **Activity: Access Message** – complete an access message, role-play and coaching

9:30 – 10:00

#### Show Impact at All Levels

- Industry metrics
- Triple metric

10:00 – 10:15

#### Break

10:15 – 11:15

#### 3-D View of ROI

- 3-D ROI
- ROI = Investment / Returns
- **Activity: 3-D ROI** – Create a 3-D ROI model for your account

11:15 – 12:00

- **Activity: First 5 Minutes** – Conduct the First 5 Minutes of a conversation, role-play and coaching

### PM

12:00 – 1:00

#### Lunch

1:00 – 2:00

#### Create Urgency to Act Now

- Why Now Research
- Why Now Framework

2:00 – 3:00

**Why Now Conversation Preparation** - Prepare a complete Why Now conversation

3:00 – 3:15

#### Break

3:15 – 4:45

**Why Now Conversations** - Why Now Presentations with coaching

4:45 – 5:00

#### Wrap Up

- Evaluations
- Reinforcement