



Why Stay

1-Day Instructor-led Workshop



Expand Value Skills

AM

9:00 – 10:30

Launch

- **Activity:** Retention Role Plays
- Acquisition ≠ Expansion
- Status Quo Bias
- **Activity:** Groups select an account and describe the status quo
- Messaging Void

10:30 – 10:45

Break

10:45 – 12:10

- Partnership Planning
- Triple Metric

11:15 – 12:15

- **Activity:** Brainstorm Triple Metric
- Debrief & discussion
- **Activity:** Groups create Triple Metric linkages
- Consultant feedback

12:15 – 1:00

Lunch

PM

1:00 – 2:45

Why Stay

- **Group Activity:** Groups create Why Stay message
- Role play message coaching and feedback

2:45 – 3:00

Break

3:00 – 3:35

Why Pay More

- **Activity:** Groups add Why Pay More to a Why Stay message
- Consultant feedback

3:35 – 5:00

The Science of “I’m Sorry”

- **Activity:** Groups create a Why Forgive message
- Consultant feedback

4:50 – 5:00

Wrap-up



Why Evolve

1-Day Instructor-led Workshop



Expand Value Skills

AM

9:00 – 9:20

Launch

- Day 1 Concept Review

9:20 – 9:55

Why Evolve

- **Activity:** Groups Document Results for a Why Evolve message
- Consultant feedback

9:55 – 10:10

Break

10:10 – 11:50

- **Activity:** Groups create a Why Evolve message for a current customer
- Consultant feedback

11:50 – 12:35

Lunch

PM

12:35 – 1:25

Manage Business Reviews

- **Activity:** Groups create a Business Review Agenda
- Consultant feedback

1:25 – 2:15

Customer Story with Contrast

- **Activity:** Groups create a customer story with contrast
- Consultant feedback

2:15 – 2:30

Break

2:30 – 3:20

Memorable Visuals

- **Activity:** Groups create a visual with contrast
- Consultant feedback

3:20 – 4:50

- **Activity:** Groups consolidate their Why Evolve (or Stay) message with a customer story and visual
- Role play message coaching and feedback

4:50 – 5:00

- Wrap-up
- Activate Reinforcement