

### RE-ALIGN On Customer Problems

Module	Learning outcomes include the ability to:
<b>Traditional Discovery Isn't Working</b>	<ul style="list-style-type: none"><li>• Recognize the flaws in traditional discovery approaches.</li></ul>
<b>Take a Problem-Minded Approach to Discovery</b>	<ul style="list-style-type: none"><li>• Recognize how a problem-minded approach outperforms other discovery approaches.</li></ul>
<b>Prepare For Your Conversation</b>	<ul style="list-style-type: none"><li>• Maximize your research time by focusing on the information sources that give you the best returns.</li></ul>

### Create An Accurate Problem Statement

Module	Learning outcomes include the ability to:
Ask Problem-Minded Questions	<ul style="list-style-type: none"><li>• Strategically use <b>research-backed questions</b> to build a complete picture of their perception of the problem.</li><li>• Sense check what customers tell you to <b>improve your alignment</b> and differentiate yourself as a seller.</li></ul>
Identify Your Customer's Problem Type	<ul style="list-style-type: none"><li>• Place your customer's problems on a continuum depending on their levels of <b>awareness, confidence</b> and <b>accuracy</b> about them.</li></ul>
Align On The Problem Statement	<ul style="list-style-type: none"><li>• Confidently <b>guide your discovery conversations</b> with a structured problem statement.</li><li>• Ensure your discovery conversations are closed with clarity and confidence.</li></ul>

Use Discovery to Inform Your Sales Approach	
Module	Learning outcomes include the ability to:
Respond to Your Customer’s Problem Type	<ul style="list-style-type: none"><li>• Adapt your discovery conversation to the type of problem you believe your customer is experiencing.</li></ul>
Gauge Your Customer’s Commitment	<ul style="list-style-type: none"><li>• Determine your customer’s level of <b>commitment</b> to a specific solution or solution type.</li></ul>
Plan Your Next Steps	<ul style="list-style-type: none"><li>• Recognize which <b>message and strategy</b> you need to move your sales conversation forward.</li></ul>