



# 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