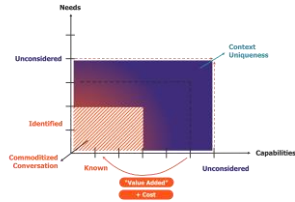
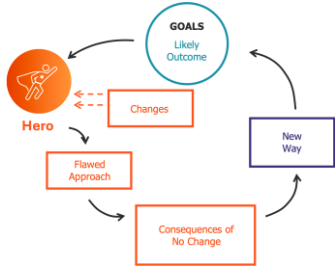
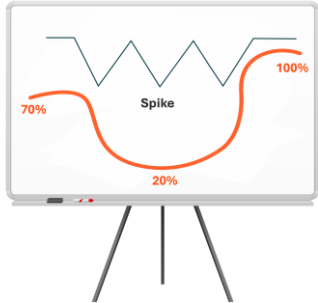



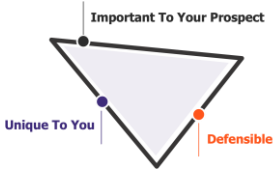
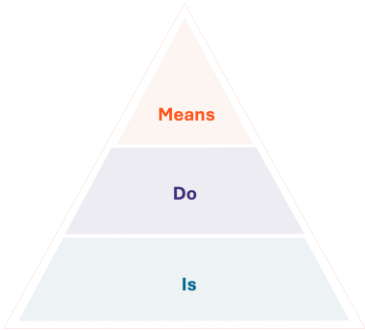







Module	Visual Concept	Learning Outcome	Key Content	Runtime
<p>Why Change Introduction</p> <p>Status Quo Bias</p>		<p>Recognize human nature's inherent aversion to change and how to overcome it.</p>	<ul style="list-style-type: none"> Decision Avoidance Why Change before Why You Create the Need for Change 	<p>11 minutes</p>
		<p>Expose and overcome the hidden forces that drive your prospects to no decision.</p>	<ul style="list-style-type: none"> 40% No Decision 4 Causes of Status Quo Bias 	<p>11 minutes</p>

Leverage Unconsidered Needs		<p>Avoid the trap of addressing known needs and commoditizing your sales conversations.</p>	<ul style="list-style-type: none"> • Unconsidered Needs • Bank Study 	<p>9 minutes</p>
Why Change Framework		<p>Create a compelling message that persuades a prospect to question their status quo.</p>	<ul style="list-style-type: none"> • Why Change Framework • Prospect Theory 	<p>14 minutes</p>
Visual Storytelling		<p>Employ visual storytelling techniques to make your POV message more compelling and more memorable.</p>	<ul style="list-style-type: none"> • Picture Superiority Effect • Impact of Whiteboard Visuals • Characteristics of Great Visuals 	<p>10 minutes</p>

<h2>Grab Attention</h2>		<p>Use proven techniques to grab your audience's attention and make your message memorable.</p>	<ul style="list-style-type: none"> • The Hammock Effect • Words In Common • Number Play • 3D Props • Priming Slides 	<p>14 minutes</p>
<h2>Compelling Dialogue</h2>		<p>Create compelling dialogue that incorporates data and insight to generate the most favorable response.</p>	<ul style="list-style-type: none"> • Insight Research • Data—Insight—Question • Types of Questions 	<p>11 minutes</p>
<h2>Why You Introduction</h2>		<p>Understand why you need to articulate a story that separates your offering from every competing alternative.</p>	<ul style="list-style-type: none"> • The Right Story • 3 Deadly Sins of Messaging 	<p>12 minutes</p>

<p>Value Wedge</p>		<p>Differentiate by finding the intersection of your buyer's needs and what's unique to you.</p>	<ul style="list-style-type: none"> • Value Wedge • Differentiation 	<p>9 minutes</p>
<p>Message Pyramid</p>		<p>Describe what your customer can <i>do</i> differently because of your solution.</p>	<ul style="list-style-type: none"> • Message Pyramid • Power Positions 	<p>9 minutes</p>
<p>Telling Details</p>		<p>Communicate your differentiation with the specificity and detail proven to produce buyer preference for you.</p>	<ul style="list-style-type: none"> • Research • The Power of Telling Details 	<p>13 minutes</p>

Power of Stories		<p>Use stories to make your message connect with buyers in an emotional and personal way.</p>	<ul style="list-style-type: none"> • Hero's Journey • You Phrasing • Personal Story • Customer Story with Contrast 	15 minutes
Objection Reframes		<p>Overcome your buyer's most deeply-rooted objections.</p>	<ul style="list-style-type: none"> • Handling Rational Objections • Emotional Objections • Objection Reframe Formula 	11 minutes
Decision Making	<div> <div>1 Emotional</div> <div>2 First & Last</div> <div>3 Contrast</div> <div>4 Visual</div> <div>5 Personal</div> <div>6 Simple</div> <div>7 Concrete</div> </div>	<p>Get inside your buyer's brain with techniques that accelerate decisions in your favor..</p>	<ul style="list-style-type: none"> • Brain Function • Emotions Lead to Memory • First, Last, Personal 	11 minutes