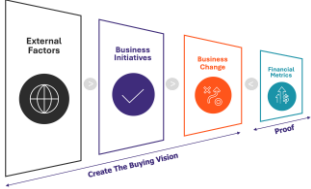



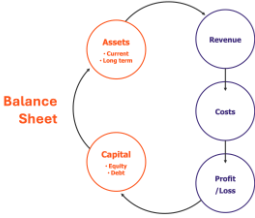




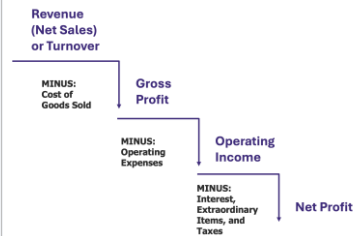
# Elevate Value Skills

Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<b>The Buyer's Perspective</b>		Adopt an executive buyer's perspective to have conversations that win.	<ul style="list-style-type: none"><li>• Fear of Heights</li><li>• Executive Encounter</li><li>• Business Value Gap</li><li>• Buyer's Perspective Concept</li></ul>	12 minutes
<b>Return on Research</b>		Discover how to maximize your research return, while minimizing the time that it takes.	<ul style="list-style-type: none"><li>• Return On Research Concept</li><li>• Finding Information Resources</li><li>• Defining insights</li></ul>	10 minutes

<p><b>Insight Driven Conversation</b></p>		<p>Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn more executive time.</p>	<ul style="list-style-type: none"> <li>• Executive Encounter</li> <li>• Insights</li> <li>• Data-Insight-Question model</li> <li>• Provocative Questions</li> </ul>	<p>11 minutes</p>
<p><b>Win Access</b></p>		<p>Capture attention and gain access to executives using a proven framework anchored in insight.</p>	<ul style="list-style-type: none"> <li>• Best Access Approaches</li> <li>• 4-Step Access Strategy</li> <li>• Creating an Executive Access Message</li> </ul>	<p>6 mins</p>
<p><b>Money Flow</b></p>		<p>Understand how money flows through an organization, appears on financial documents, and impacts executive priorities.</p>	<ul style="list-style-type: none"> <li>• Money Flow Concept</li> <li>• Income Statement Overview</li> <li>• Balance Sheet Overview</li> </ul>	<p>11 minutes</p>

## Analyze Financials to Find Opportunities



Use your prospect's financial statements to uncover gaps your solutions can close.

- Financial Trend Analysis
- Competitive Benchmarking
- Aligning Solution Impact to Financials

11 minutes

## Communicate Business Change

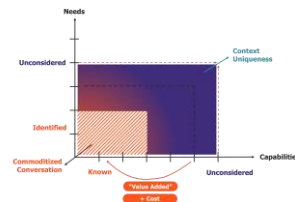


Enable your executive buyer to envision how their future state improves on their current state because of the change your solution brings.

- Create a Buying Vision
- Business Change Concept
- Measuring Business Change

8 minutes

## Leverage Unconsidered Needs

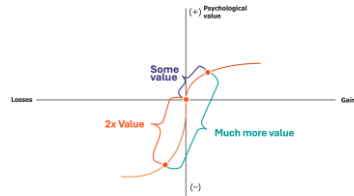


Avoid the commoditized conversations that happen when you only match known needs to known capabilities.

- Unconsidered Needs
- Unconsidered Capabilities

9 minutes

## Understand Executive Decision Making



Frame your message to appeal to both the rational and emotional components of the executive's brain.

- Prospect Theory
- Loss Aversion
- Systems 1 & 2

8 minutes

## Create Executive Urgency



Drive executive urgency to buy now through proven & studied message framework.

- Why Now Message Framework
- 4 Message elements

11 minutes

## Identify Relevant Performance Metrics



Raise the specificity and credibility of your business case by identifying metrics that matter.

- Types of Business Metrics
- Triple Metric
- Identifying a Triple Metric

8 minutes

Use ROI and Economic Justification



Leverage multiple dimensions of Return on Investment (ROI) to differentiate your business case.

- Economic Justification Concept
- ROI Formula
- Customer ROI Methods

11 minutes

Match Conversations with Roles



Have the right conversation at the right executive altitude to drive urgency with the audience that matters.

- Know Me Before You Meet Me
- Understanding Role Profiles

11 minutes