Module	Visual Concept	Learning Outcome	Key Content	Runtime
The Buyer's Perspective	External Factors Business Inditatives County Create The Boylog Video	Adopt an executive buyer's perspective to have conversations that win.	 Fear of Heights Executive Encounter Business Value Gap Buyer's Perspective Concept 	12 minutes
Return on Research	Value Effective Horganist Standard Lang-Mark Fings Fings Fings Fings Fings Fings Fings Composation Lang-Mark Another Lang-Mark Fings Lang-Mark Fings Lang-Mark Fings Fings Account Lang-Mark Fings Another Lang-Mark Fings Fings Another Lang-Mark Fings Lang-Mark Fings Lang-Mark Fings Lang-Mark Fings Lang-Mark Fings Lang-Mark Lang-Mark	Discover how to maximize your research return, while minimizing the time that it takes.	 Return On Research Concept Finding Information Resources Defining insights 	10 minutes



Insight Driven Conversation	Data External factor out of their control yet important to their business Tell them a problem they didn't know they had thet the data reveals Tell them a problem they didn't know they had thet the data reveals Tell them a problem that provided the problem to self-dentify with the problem Tell them a problem that problem they didn't know they had their the data reveals Tell them a problem that problem they didn't know they had their the problem to self-dentify with the	Engage executive curiosity with relevant insights and compelling dialogue to generate conversation and earn more executive time.	 Executive Encounter Insights Data-Insight-Question model Provocative Questions 	11 minutes
Win Access	Propose A Good She Before to Be of the Color Time She of the Color	Capture attention and gain access to executives using a proven framework anchored in insight.	 Best Access Approaches 4-Step Access Strategy Creating an Executive Access Message 	6 mins
Money Flow	Balance Sheet Capital Pentit Plans Pentit Plans Pentit Plans	Understand how money flows through an organization, appears on financial documents, and impacts executive priorities.	 Money Flow Concept Income Statement Overview Balance Sheet Overview 	11 minutes



Analyze Financials to Find Opportunities	Revenue (Net Sales) or Turnover MINUS: Cost of Goods Sold MINUS: Operating Income Income MINUS: Interest, Extraordinary Incens, and Taxes Net Profit	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	Business Change How will they operate differently? How is that better? What risks are resolved? What gets measured? Future State	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	Unconsidered Unconsidered Contest Uniqueness Uniqueness Conversation Conversatio	Avoid the commoditized conversations that happen when you only match known needs to known capabilities.	Unconsidered NeedsUnconsidered Capabilities	9 minutes



Understand Executive Decision Making	Some value 2x Value Much more value (-)	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	Unconsidered Meeds Unconsidered Meeds Unconsidered Meeds Unconsidered Meeds Unconsidered Meeds Unconsidered Meed Unconsidered Meed Unconsidered Meed	Drive executive urgency to buy now through proven & studied message framework.	•	Why Now Message Framework 4 Message elements	11 minutes
Identify Relevant Performance Metrics	Corporate Level Average Revenue Per User (ARRV) Customer Churn Monthly Recurring Revenue Business Unit Level Net Adds Operating Hargin Customer Scienticut Project Level Project Level Headcount Admins Response Time Maintenance Costs	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	"Strategic" Returns ### Requirery compliance? ### Returns "Hard" Returns Are any quantificate?	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	What are my beariness of responsibility? What are my beariness prioritiles? 50 What are my retreating my retreat	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

