



# Why Invest

Digital Course



Elevate Value Skills



## Part 1

### Convey Competence

#### Complete e-learning

- The Buyer's Perspective
- Return On Research

**Practice One:**  
Competence

**Download and Open Your Workbook**



## Part 2

### Convey Competence

#### Complete e-learning

- Money Flow
- Analyze Financials to Find Opportunities

**Practice Two:**  
Competence



## Part 3

### Make It Compelling

#### Complete e-learning

- Insight Driven Conversations
- Win Access
- Communicate Business Change

**Practice Three:**  
Compelling



## Part 4

### Fluency Coach AI Challenge

Practice and receive instant, actionable feedback

## Post-Training Skills Reinforcement

Participants are given access to a set of reinforcement assets designed to refresh their skills on key concepts. They receive a sharable **eBadge** showing program completion.



# Why Now

Digital Course



Elevate Value Skills



## Part 1

### Drive Urgency

#### Complete e-learning

- Leverage Unconsidered Needs

**Practice One:**  
Urgency

**Download and  
Open Your Workbook**



## Part 2

### Drive Urgency

#### Complete e-learning

- Understand Executive Decision-Making
- Create Executive Urgency

**Practice Two:**  
Building Why You



## Part 3

### Provide Justification

#### Complete e-learning

- Identify Relevant Performance Metrics
- Use ROI and Economic Justification
- Match Conversations with Roles

**Practice Three:**  
Beat Your Competition



## Part 4

### Fluency Coach AI Challenge

Practice and receive instant, actionable feedback

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