
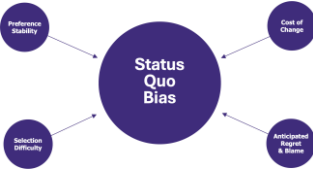
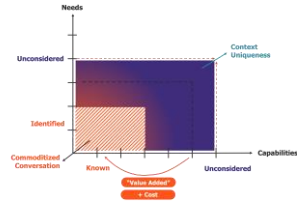

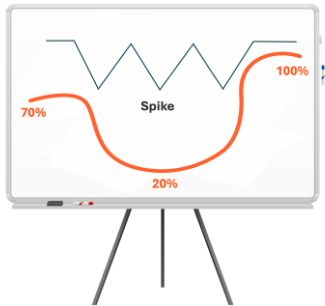






# Why Change

Detailed Learning Outcomes

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

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

<h2>Grab Attention</h2>	 <p>Words In Common</p> <p>Number Play</p> <p>3D Prop</p> <p>Priming Slide</p>	<p>Use proven techniques to grab your audience's attention and make your message memorable.</p>	<ul style="list-style-type: none"> <li>• The Hammock Effect</li> <li>• Words In Common</li> <li>• Number Play</li> <li>• 3D Props</li> <li>• Priming Slides</li> </ul>	<p>14 minutes</p>
<h2>Compelling Dialogue</h2>	 <p><b>Data</b> External factor out of their control yet important to their business</p> <p><b>Insight</b> Tall them a problem they didn't know they had that the data reveals</p> <p><b>Question</b> Ask a provocative question that gets them to self-identify with the problem</p>	<p>Create compelling dialogue that incorporates data and insight to generate the most favorable response.</p>	<ul style="list-style-type: none"> <li>• Insight Research</li> <li>• Data—Insight—Question</li> <li>• Types of Questions</li> </ul>	<p>11 minutes</p>