

Module	Visual Concept	Learning Outcome	Key Content	Runtime
The Buyer's Perspective	External Factors Suriness Institutives County Count	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 Hospital Standard Standard Composition Composition Composition Composition Composition Androne Androne Androne Androne Androne Androne Androne Androne Androne Composition Composition Androne Androne Androne Androne Androne Androne Composition Comp	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 Expenses MINUS: Interest, Extraordinary Items, 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

