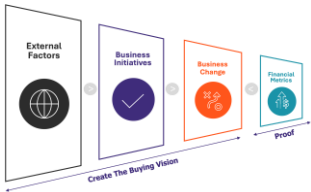



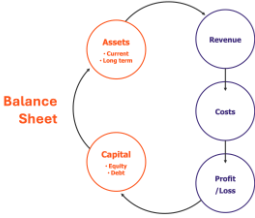


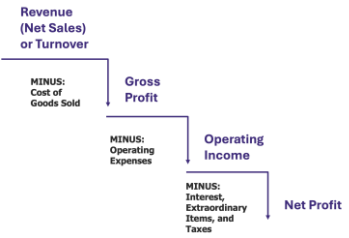



Why Invest

Detailed Learning Outcomes

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

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

<p>Analyze Financials to Find Opportunities</p>		<p>Use your prospect's financial statements to uncover gaps your solutions can close.</p>	<ul style="list-style-type: none"> • Financial Trend Analysis • Competitive Benchmarking • Aligning Solution Impact to Financials 	<p>11 minutes</p>
<p>Communicate Business Change</p>		<p>Enable your executive buyer to envision how their future state improves on their current state because of the change your solution brings.</p>	<ul style="list-style-type: none"> • Create a Buying Vision • Business Change Concept • Measuring Business Change 	<p>8 minutes</p>