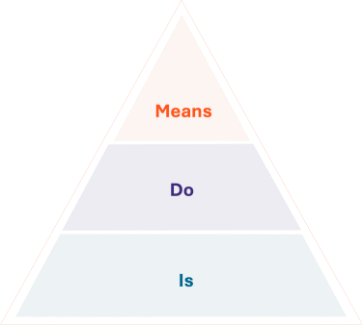







Why You

Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why You Introduction		Understand why you need to articulate a story that separates your offering from every competing alternative.	<ul style="list-style-type: none">• The Right Story• 3 Deadly Sins of Messaging	12 minutes
Value Wedge		Differentiate by finding the intersection of your buyer's needs and what's unique to you.	<ul style="list-style-type: none">• Value Wedge• Differentiation	9 minutes

<p>Message Pyramid</p>		<p>Describe what your customer can <i>do</i> differently because of your solution.</p>	<ul style="list-style-type: none"> • Message Pyramid • Power Positions 	<p>9 minutes</p>
<p>Telling Details</p>		<p>Communicate your differentiation with the specificity and detail proven to produce buyer preference for you.</p>	<ul style="list-style-type: none"> • Research • The Power of Telling Details 	<p>13 minutes</p>
<p>Power of Stories</p>		<p>Use stories to make your message connect with buyers in an emotional and personal way.</p>	<ul style="list-style-type: none"> • Hero's Journey • You Phrasing • Personal Story • Customer Story with Contrast 	<p>15 minutes</p>

<div>Objection Reframes</div> <div>Decision Making</div>		<p>Overcome your buyer's most deeply-rooted objections.</p>	<ul style="list-style-type: none"> • Handling Rational Objections • Emotional Objections • Objection Reframe Formula 	11 minutes
	<div> <div>1 Emotional</div> <div>2 First & Last</div> <div>3 Contrast</div> <div>4 Visual</div> <div>5 Personal</div> <div>6 Simple</div> <div>7 Concrete</div> </div>	<p>Get inside your buyer's brain with techniques that accelerate decisions in your favor..</p>	<ul style="list-style-type: none"> • Brain Function • Emotions Lead to Memory • First, Last, Personal 	11 minutes