



# Why You

Digital Course



Create Value Skills



## Part 1

### Differentiate Your Solutions

#### Complete e-learning

- Introduction
- Value Wedge

**Practice One:**  
Differentiation

**Download and Open Your Workbook**



## Part 2

### Differentiate Your Solutions (Cont.)

#### Complete e-learning

- Message Pyramid
- Telling Details

**Practice Two:**  
Building Why You



## Part 3

### Beat Your Competition

#### Complete e-learning

- Power of Story
- Objection Reframes
- Decision Making

**Practice Three:**  
Beat Your Competition



## 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.