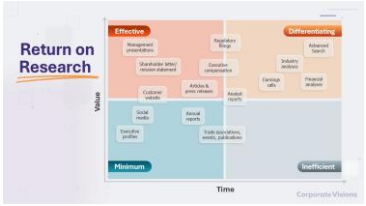
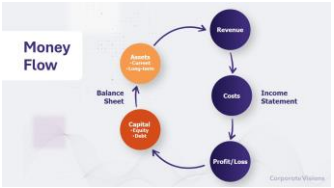
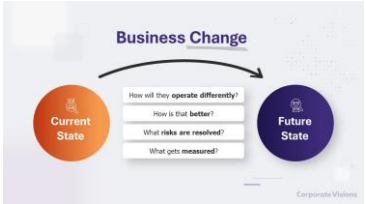
Articulate Meaningful Value

Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Articulate Meaningful Value		Frame your conversations as business conversations to connect with executive decision-makers.	• Articulate meaningful value in business terms • External factors shaping business initiatives • Speak the language of business • Be a trusted business advisor, not a vendor • The business value gap	15 minutes
Adopt the Buyer's Perspective		Position your message around External Factors, Business Initiatives, and Business Change, not product capabilities.	• The buyer's perspective • Frame your message in their language. • How executives think • What executives prioritize • The buying vision	10 minutes

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Gain Customer Insight		Move beyond surface-level research to uncover the Big Bet or Big Risk that drives urgency.	• Identify the buyer's "Big Bet" or "Big Risk" • Show how your solution aligns to their most critical priorities. • Maximize your return on research. • Time / Value matrix • Insight-driven conversation • Unconsidered needs • The Data-Insight-Question Model • Provocative questions	35 minutes
Demonstrate Financial Impact		Align your solution with its specific impact on your customer's revenue, costs, and cash flow.	• Quantify your solution's impact on revenue, costs, cash flow, and profitability • Money flow • Income statement • Balance sheets • Financial metrics	20 minutes
Communicate Business Change		Help your executive buyer see how your solution transforms their current state into a better future.	• Provide insight • create an **effective buying vision** • Articulate business change • Prospect theory • Articulate how your solution will **improve business performance**. • Quantify the business impact on **Money Flow**	25 minutes

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