Introduction

Duration	Topic
5 mins	• Key Topic: The Business Value Gap
20 mins	• Activity: Executive Encounter
3 mins	• Key Topic: Compelling Conversations
2 mins	• Competency Overview
30 mins	

Skill: Adopt the Buyer's Perspective

Duration	Topic
3 mins	• Kick-off and Intro
15 mins	• Key Topic: Buyer's Perspective
10 mins	• Key Topic: Why Executives Invest
5 mins	• Key Topic: Executives Prefer Business Conversations
25 mins	• Activity: Opening Minute
2 mins	• Review, Reflection and Closing
60 mins	

Skill: Gain Customer Insight

Duration	Topic
2 mins	• Kick-off and Intro
30 mins	• Key Topic: Return on Research
20 mins	• Key Topic: Unconsidered Needs & DIQ
30 mins	• Activity: Create a DIQ for Your Customer
5 mins	• Key Topic: Customer's Customer
3 mins	• Reflection and Closing
90 mins	

Skill: Demonstrate Financial Impact

Duration	Topic
5 mins	• Kick-off and Intro
15 mins	• Key Topic: Money Flow
25 mins	• Key Topic: Income Statements
10 mins	• Key Topic: Balance Sheets
30 mins	• Activity: Show How Your Solution Impacts Your Customer's Money Flow
5 mins	• Reflection and Closing
90 mins	

Skill: Communicate Business Change

Duration	Topic
10 mins	• Kick-off and Intro
25 mins	• Key Topic: Business Change
20 mins	• Key Topic: Executive Emotion Study + Prospect Theory
25 mins	• Activity: Explain How Your Customer's Way of Operating Will Change
10 mins	• Reflection and Closing
90 mins	