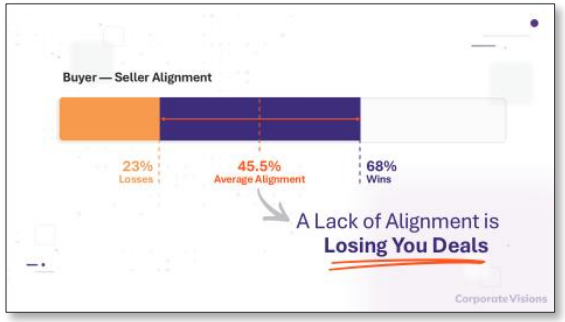
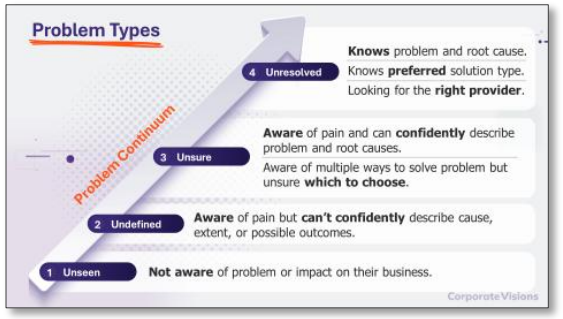
Align Solutions to Needs

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction		Win more deals with conversations that drive clarity and confidence.	• A Lack of Alignment is Hurting Your Sales • The Problem Statement • The Four Problem Types	20 minutes
Define a Customer's Real Problem		Boost win-rates by gaining clarity and alignment on a customer's real problem.	• Take a Problem-Minded Approach to Discovery • Prepare for Your Conversation • Ask Problem-Minded Questions • Align on the Problem Statement	90 minutes

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Use Discovery to Inform Your Sales Approach		Drive your deal forward by aligning your strategy with the customer's problem type.	• Identify the Customer's Problem Type • Respond to the Customer's Problem Type • Gauge the Customer's Commitment • Plan Your Next Steps	70 minutes

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