Introduction

Duration	Topic
5 mins	• Hot Open: Misalignment
5 mins	• How a Lack of Alignment Hurts Your Sales
5 mins	• Key Topic: The Problem Statement
10 mins	• Key Topic: The Four Problem Types
5 mins	• Competency Overview
30 mins	

Skill: Define a Customer's Real Problem

Duration	Topic
35 mins	• Take a Problem-Minded Approach to Discovery: - Discovery Research - RE-ALIGN Framework
30 mins	• Prepare For Your Conversation - Prospect Research and Evaluation
1hr 20 mins	• Ask Problem-Minded Questions - Ask, Listen and Inspect - Problem Statement Structure - Discovery Role-Play
35 mins	• Align on the Problem Statement - Summarize and Share the Problem Statement
180 mins	

Skill: Use Discovery to Inform Your Sales Approach

Duration	Topic
30 mins	• Identify a Prospect's Problem Type - Problem Types Review - Problem Type Identification Role-Play
30 mins	• Respond to a Customer's Problem Type - Move Problems Along the Continuum - Practice Responding to Different Problem Types
20 mins	• Gauge a Customer's Commitment - Escalation of Commitment - How to Gauge Level of Commitment
10 mins	• Plan Your Next Steps - Plan Your Strategy Based on Problem Type and Level of Commitment
90 mins	