Introduction

Duration	Topic
6 mins	• Hot Open: KFC and the importance of attention and memory in buying decisions
6 mins	• Key topic: Memory – how much does your audience really remember?
7 mins	• Pairs discussion: Your experience of memory in sales conversations
2 mins	• Key topic: Attention and why it's hard to capture/keep
5 mins	• Group discussion: Attention in your sales meetings
4 mins	• Competency Overview and Closing
30 mins	

Skill: Define Your Core Message

Duration	Topic
1 min	• Hot Open: Memory prop or number play
3 mins	• Key topic: The problems of memory plus 10% message for the skill
6 mins	• Key topic: What makes an effective 10% message and example via discussion activity
2 mins	• Key topic: How to create a 10% message (define, refine, expand)
21 mins	• Practice activity: Create a 10% message and supporting points
4 mins	• How to use your 10% message (introduce early, use as a structure, repeat, visualize)
5 mins	• Discussion activity: Plan how to use your 10% message
3 mins	• Key takeaways and closing
45 mins	

Skill: Capture Attention

Duration	Topic
2 mins	• Hot Open: The Money Tree Experiment and the difficulty of getting your audience's attention
5 mins	• Key topic: The Hammock Effect and the problem of keeping attention, including group discussion about participants' own sales meetings
3 mins	• Key topic: Introduction to grabbers
5 mins	• Key topic: How to create Words in Common, Number Play and 3D Prop grabbers
26 mins	• Practice activity: Create a grabber
4 mins	• Key takeaways and closing
45 mins	

Skill: Tell A Visual Story

Duration	Topic
4 mins	• Hot Open: Why Visuals Stick; 10% message for skill
2 mins	• Key topic: CVI's research into different types of visuals
3 mins	• Key topic: Introduction to Big Pictures and why they are effective
5 mins	• Key topic: How to create effective Big Pictures; 10% message reminder
26 mins	• Practice activity: Create a Big Picture
2 mins	• Key topic: The power of drawing along
3 mins	• Key takeaways and closing
45 mins	

Skill: Control Focus

Duration	Topic
3 mins	• Hot Open: The problem with focus
4 mins	• Key topic: Techniques to control focus: reducing quantity, using animations, using color and size, using annotation.
3 mins	• Group discussion: Which techniques would you use and why?
4 mins	• Key topic: Priming
26 mins	• Practice activity: Design your slides to control your audience's focus
3 mins	• Key takeaways and closing
45 mins	

Skill: Create Insight-Based Dialogue

Duration	Topic
5 mins	• What Do Your Conversations Sound Like? - Why conversations stall
20 mins	• The DIQ Model - Why DIQ works - Sourcing relevant data - Traits if a good insight - Thought-provoking questions
15 mins	• Develop Your Own DIQ - Plan a DIQ sequence to introduce your message
5 mins	• Plan Your Next Steps - Reflect on where in your current pipeline to apply DIQ
45 mins	

Skill: Master Virtual Meetings

Duration	Topic
8 mins	• Why you need to Master Virtual Meetings - Hammock Effect - In person vs virtual meetings
25 mins	• How to Master Virtual Meetings - Backgrounds - Sitting vs Standing - Double your Energy - Introductions - Note Taking and Drawing Along - Using Chat and Polls - Collaborative Docs
10 mins	• Design for Participation as a Memory Device
2 mins	• Plan Your Next Steps - Reflect and plan next steps
45 mins	