Demonstrate Promised Value

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Demonstrate Promised Value		Future growth comes from existing customers—but only if you consistently prove the value you're delivering.	• The Messaging Void	10 minutes
Document Results		Prove your value with results that matter to key decision-makers.	• Show Results at Multiple Levels • Create Linkages • Ground Results in Client Data • Create a Customer Story with Contrast	30 minutes
Lead Business Review Meetings		Lead commercial conversations that showcase the results you've helped your customer achieve.	• Gain Executive Visibility • Move One: Start Strong • Move Two: Add Strategic Value • Move Three: Create Forward Momentum	25 minutes

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