Introduction

Duration	Topic
2 mins	• Kick-off and Intro
20 mins	• Activity: Deliver a 30-second Executive Access Message
5 mins	• Key Topic: Executive Decision Making
5 mins	• Key Topic: Why Now Research
5 mins	• Key Topic: The Why Now Message Framework
20 mins	• Activity: Identify Your Customer's Business Issue
3 mins	• Competency Overview
60 mins	

Skill: Create Executive Urgency

Duration	Topic
2 mins	• Kick-off and Intro
10 mins	• Key Topic: Unconsidered Needs
10 mins	• Key Topic: Solution Response
35 mins	• Activity: Pair an Unconsidered Need with your Solution Response
3 mins	• Review, Reflection and Closing
60 mins	

Skill: Gain Executive Access

Duration	Topic
2 mins	• Kick-off and Intro
5 mins	• Key Topic: Fear of Heights
10 mins	• Key Topic: Structured Strategy for Winning Access
20 mins	• Activity: Create an Executive Access Message
10 mins	• Key Topic: Executive Access Research
10 mins	• Key Topic: Importance of Sponsorship
30 mins	• Activity: Practice Your Access Message
3 mins	• Reflection and Closing
90 mins	

Skill: Provide Economic Justification

Duration	Topic
2 mins	• Kick-off and Intro
10 mins	• Key Topic: ROI Triangle
10 mins	• Key Topic: The Triple Metric
25 mins	• Activity: Define the Metrics Your Customer Will Use to Justify Investment
10 mins	• Key Topic: Economic Justification & ROI
30 mins	• Activity: Map Out Three Areas of Economic Justification for Your Account
3 mins	• Reflection and Closing
90 mins	

Skill: Establish Business Relevance

Duration	Topic
2 mins	• Kick-off and Intro
10 mins	• Key Topic: Have the Right Conversation
10 mins	• Key Topic: Adapt Your Message
5 mins	• Key Topic: Recap the Why Now Framework
60 mins	• Activity: Create and Practice a Why Now Message
2 mins	• Reflection and Closing
90 mins	