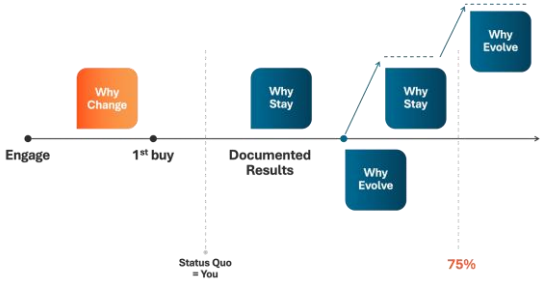
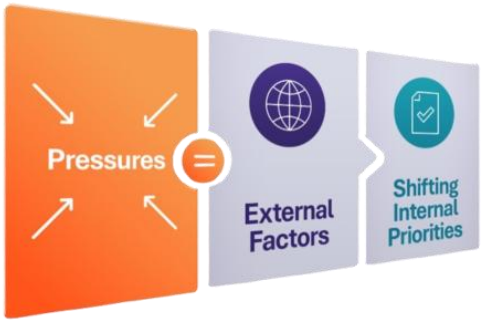
Identify New Opportunities

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Identify New Opportunities		Show customers that evolving with you unlocks new value.	• Too many sellers either **wait too long** to engage or **push too hard** for change, both of which reduce trust and success. • **92% of B2B buyers** start with at least one vendor in mind, and **74% buy from the first seller** who brings tailored insights. • You can't wait for customers to signal interest — **expansion is a mid-cycle strategy**, not an end-of-cycle event. • Learn how to **lead with insight**, spotting new risks and opportunities before your customer does. • Use the **Why Evolve model** to time your approach: disrupt to win, reinforce to retain, and evolve to grow.	10 minutes

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Uncover Opportunity Drivers		Customers don't buy because you've got something new. They buy because their world is changing.	• Find and interpret **External Factors** (economic, regulatory, competitive, and technological) influencing your customer's business. • Identify **Business Initiatives and Financial Metrics** that show how your customer is responding to those pressures. • Target conversations with **Corporate and Business Unit leaders** who define strategy and success. • Use **efficient research sources and AI tools** to uncover actionable insights quickly.	30 minutes
Position Expansion as Low Risk Progress		Demonstrate to customers that growing the partnership is the best way to safeguard past gains and achieve future goals.	• Recognize and manage **Status Quo Bias**—the customer's natural resistance to change. • Use the **Why Evolve framework** to balance safety and disruption in your message. • Reinforce the **value of the existing partnership** before introducing new pressures or opportunities. • Highlight **Evolving Pressures, Hard Truths, and Risks of No Change** to create urgency. • Present **expansion as low risk progress** that protects past gains and enables future growth.	30 minutes

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