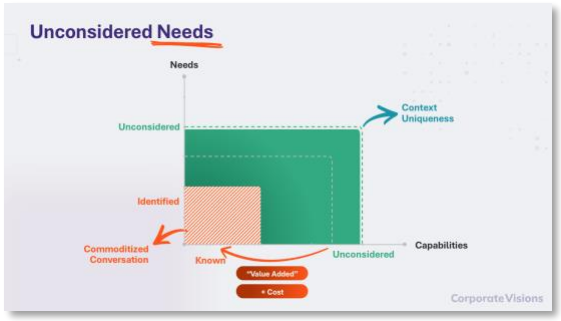
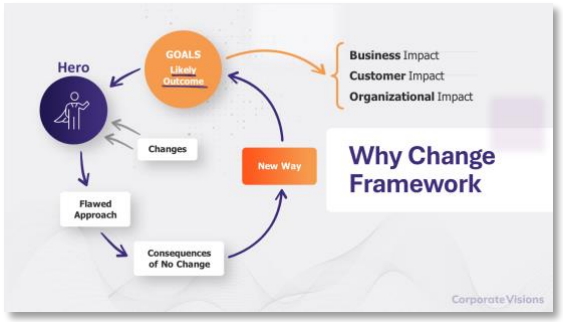
Make a Case for Change

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Make a Case for Change		Create a compelling vision for what customers could do better if they change from their current approach.	• Develop the skills to persuade prospects that change is critical for their business. • Position yourself as a trusted advisor, ready for solution-focused conversations.	25 minutes
Disrupt the Status Quo		Your biggest competitor is the status quo, so your first job is to defeat your prospect's Status Quo Bias.	• Share insights about their industry and market that reveal why their current approach is flawed. • Help them see the negative consequences of sticking with their flawed approach.	40 minutes

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Create a Buying Vision		Once a prospect realizes they need to make a change, present a positive buying vision that positions you as the ideal partner.	• Help them imagine a new and better way of achieving their goals. • Contrast the likely outcomes of the new approach with the risks and costs of persisting with their current flawed approach.	20 minutes

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