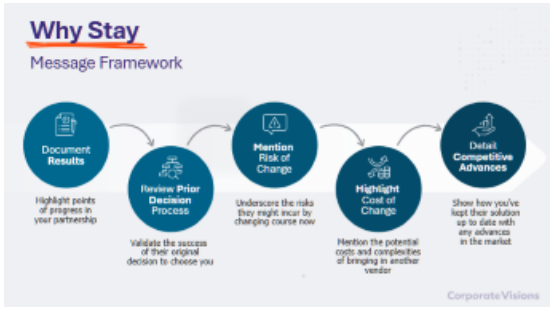
# Reinforce Partnership Value

Detailed Learning Outcomes

Corporate Visions | Skills Training

| Module | Visual Concept | Learning Outcome | Key Content | Runtime |
|---|---|---|---|---|
| **Introduction: Reinforce Partnership Value** |  | Consistently share messages that make renewal an easy choice. | • Difference between acquisition (provocative) messaging and retention messaging<br>• Status quo bias | 20 minutes |
| **Deliver a Retention Message** |  | Make a compelling case for renewal by highlighting the progress made and the risks of change. | • Document Results<br>• Review Prior Decisions<br>• Mention Risks of Change<br>• Highlight Costs of Change<br>• Detail Competitive Advances<br>• Flex the Why Stay framework to fit individual customer situations. | 40 minutes |



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| | | | | |
|---|---|---|---|---|
| **Deliver a Price Increase message** |  | Apply a science-backed framework to convince customers to pay more. | • Start with a Why Stay Message<br>• Use competitive advances to justify the price increase<br>• Set a high price anchor<br>• Offer a time-limited loyalty discount | 20 minutes |


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