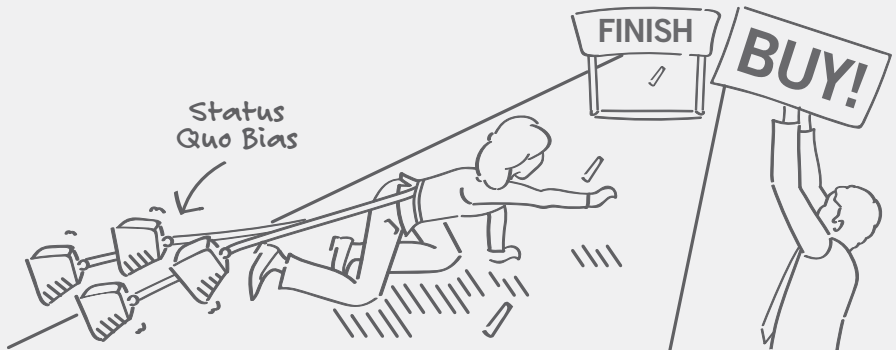


CREATE VALUE IN YOUR CUSTOMER CONVERSATIONS

More than 60% of qualified pipeline deals end in no decision and stick with their status quo.



Business Challenge

You struggle to differentiate your solutions and avoid being seen as commodity provider. The reason? Too often, your salespeople have the mistaken belief that they're in a head-to-head battle against other suppliers. Everyone talks about the same capabilities in the same way.

The result? Prospects decide that you are all the same, and they either go with the lowest priced provider or decide to stick with the status quo.



How This Affects You

- Without a compelling reason to change, prospects conclude that they can live with their current situation, leading to a “no decision” result.
- If your salespeople jump too early into “why you” conversations, you’ll end up wasting expensive resources for no payoff.
- Feature-function competitive battles commoditize your offerings, giving buyers no reason to choose you over the lowest priced option.



What if You Could...

- Create urgency that moves your prospects away from the status quo?
- Build a buying vision that leads to the unique strengths of your solutions?
- Avoid feature-function competitive battles that result in smaller margins and stalled deals?

If...

You've trained your salespeople on all of your products and sales processes, but they still can't get the customer to care enough to do something different...

Your stories don't do enough to clearly separate you from the competition...

You're struggling to justify the value you bring for the price you charge...

Then...

Create Value in your customer conversations by disrupting their status quo by answering the "Why Change?" question, and differentiating your solutions by answering the "Why You?" question.

WHY CHANGE		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Create the Need for Change	8 minutes
	Defeat Decision Avoidance	7 minutes
	Leverage Unconsidered Needs	7 minutes
	Craft a Compelling Change Message	4 minutes
Part 2:	Why Change Meetup	30 minutes
	Avoid the Hammock Effect	5 minutes
	Grab Customer Attention	20 minutes
	Create Memorable Stories Using Visuals	16 minutes
Video Challenge	Why Change Simulation	10 minutes
	Why Change Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes

WHY YOU		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Describe Your Differentiation	11 minutes
	Convey What Your Customer Can Do Differently	6 minutes
	Deliver Powerful Stories	8 minutes
	Why You Meetup	30 minutes
Part 2:	Avoid the Hammock Effect	5 minutes
	Use Stories to Spike Interest	16 minutes
	Discover How the Brain Makes Decisions	20 minutes
	Handling Emotional Objections	16 minutes
Video Challenge	Why You Online Video Challenge	30-60 minutes
	Activate Virtual Coach & Program Evaluation	2 minutes