

# ELEVATE VALUE IN YOUR CUSTOMER CONVERSATIONS

Executives value having business conversations **4x more** than product conversations. — SiriusDecisions

But, executives say **88%** of salespeople who call on them are knowledgeable about their own products and services, while **ONLY 24%** understand their customer's business issues.

— Forrester Research



## Business Challenge

Customers not only want you to understand their business, they expect it. To demonstrate this understanding, your salespeople need the appropriate skills. And they must be fluent and confident enough in their abilities to use these skills in executive-level selling situations.

But if they struggle to do so, it becomes incredibly difficult to make a strong business case to top-level decision makers. You won't be able to clearly show the positive financial impact your solutions can have on their business. And if you can't demonstrate these results, you'll struggle to compel them to choose you over the competition.



## How This Affects You

- Conversations that don't generate sufficient business curiosity make it difficult for you to access key decision makers.
- An inability to financially justify your solution's business impact means your deals will stall or end at no decision.
- Failing to illustrate alignment across your entire suite of products and services means you'll only be able to sell part of your portfolio.



## What if You Could...

- Tell a differentiated story based on business value?
- Engage executives with the confidence that you've been there before?
- Motivate your customers with a compelling economic value proposition?

## If...

Customer decision makers demand business insights that you can't provide...

You're struggling to demonstrate alignment with their initiatives...

You can't build credibility by presenting the appropriate financial justification...

## Then...

**Elevate Value** in your customer conversations by engaging executives and answering the "Why Invest?" question, and creating urgency by answering the "Why Now?" question.

WHY INVEST		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Gain a Buyer's Perspective	12 minutes
	Research Public and Private Customers	13 minutes
	Win Access to Executives	6 minutes
	Customer Research Assignment	30 minutes
Part 2:	Demonstrate Financial Impact	14 minutes
	Analyze Financials to Find Opportunities	8 minutes
	Communicate Business Change	14 minutes
	First 5 Minutes Simulation	9 minutes
	Why Invest Meetup	30 minutes
Video Challenge	Why Invest Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes

WHY NOW		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Create Executive Urgency	10 minutes
	Understand Executive Decision Making	6 minutes
	Leverage Unconsidered Needs	7 minutes
	Customer Research Assignment	30 minutes
Part 2:	Match Conversations with Roles	9 minutes
	Identify Relevant Performance Metrics	14 minutes
	Use ROI and Economic Justification	12 minutes
	Why Now Simulation	8 minutes
	Why Now Meetup	30 minutes
Video Challenge	Why Invest Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes