



Elevate Value™

skills

Engage executives and **create urgency to buy**

your 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.

what's going wrong?

- 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?

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

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...

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

what it is

Why Invest and Why Now Decision-Based Training follows our proven approaches for learning and applying new competencies.

flexible learning options:

In our instructor-led training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.

In our online training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

ongoing reinforcement:

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

what you gain

- Business knowledge that helps you discover the external factors, initiatives, and performance issues driving customers to your solutions.
- Customer insights that help you prioritize points of potential business alignment.
- The financial acumen required to describe how your capabilities translate into monetary gains.
- Executive engagement skills that help you illustrate how you can help customers operate differently.
- ROI metrics that justify the investment in your solutions.