

## LEARNING OUTCOMES - EFS PUBLIC SECTOR

MODULE	PROGRAM OBJECTIVE	LEARNING OUTCOME
Performance	To understand the metrics governmental organizations use to measure operational performance and how it impacts executive buying behavior.	Awareness that operational performance drives executive buying behavior.
Customer's Customer	To understand how external and internal factors influence an organization's objectives.	Understanding what issues are important to your customers and to the constituencies they serve.
Due Diligence	To understand the types of organizational information available and the sources for finding it.	Ability to obtain and interpret account information and identify areas where your solutions will offer the strongest impact.
Financial Acumen	To understand how to analyze the financial information available about an organization to prepare for an executive conversation.	Ability to translate financial data into insight that identifies sales opportunities.
Customer Analysis	To understand how your solution impacts your customer's operating performance.	Ability to communicate, in your customer's language, how your solution delivers strategic value.
Government Structure	To understand the organizational differences that exist between federal, state, or local agencies, or higher education and K-12 public education.	Ability to have a credible executive conversation with your leading public sector customers.
Budget Strategy	Provide a new framework or model to assist in the targeting of key accounts.	Ability to focus sales efforts on accounts that will produce near term revenue.
The Hard Rs	To understand that executive purchase decisions demand proposals that demonstrate compelling economic value.	Ability to develop Return on Investment and present a value proposition with meaningful and operational benefits.
Executive Summary	To understand how to link your solutions to measurable impact from an executive's perspective.	Confidence to present executive proposals that credibly demonstrate an understanding of your customer.



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