



Courseware	Learning outcomes include the ability to:	LEARNING
Buyer's Perspective	understand the customer issues driving investment in your solutions.	
Right Conversation, Right Person	appropriately position solution value at various levels within a customer.	
Customer Insight	obtain and interpret account information to identify selling opportunities.	
Financial Statement Analysis	translate customer financial performance into business insight.	
Current Situation and Business Change	convey the positive 'before and after' picture of how customers will operate differently after investing.	
Performance Metrics	quantify solution value using metrics meaningful to the customer.	
ROI Analysis	model and credibly present Return on Investment scenarios.	
Executive Engagement	credibly engage executives and establish equal business stature.	

Simulations and CXO Virtual	New skills are applied through:	APPLYING
First 5 Minutes Performance Simulation	effectively utilizing the critical first 5 minutes of an engagement with the goal of earning additional time with an executive.	
Next 15 Minutes Performance Simulation	creating customer business alignment with the goal to secure executive sponsorship to mutually justify investment.	
CXO Virtual: Final Presentation	a 90 minute live, online, executive-led interaction that challenges team members to effectively engage and win access to customer executives.	
CXO Virtual: Start the Conversation	a 2 hour live, online, executive-led interaction where team members are tasked to apply skills to real accounts and are readied for the balance of their learning plan.	
CXO Virtual: Take it to the Field	a 2 hour live, executive-led interaction that synthesizes the full learning experience and concludes with a structured application plan.	

Fluency Assessments	Measuring skills development with:	MEASUREMENT
Initial Fluency Assessment	initial assessment results that are used to recommend a curriculum and establish benchmarks for tracking progress.	
Second Fluency Assessment	second assessment results captured at the conclusion of the learning plan and evaluated relative to initial assessment scores.	