

Shift Perspectives.

Drive Decisions.

Let's Connect for Success!

What Does the Workshop Cover?

By the end of the program, participants will be able to:

- Engage customers who are comfortable with competitor products, showing how their current solutions may fall short on value.
- Connect with customers early, before they even recognize their own unmet needs.
- Present insights so valuable that clients would pay just for the conversation itself.
- Guide customers through the purchasing process, moving beyond simply matching their existing buying habits.
- Leverage principles from neuroscience and influence to overcome resistance and encourage customer action.

Workshop Specifications

- ✓ Up to 18 participants
- ✓ Virtual, hybrid or in-person sessions
- ✓ 2.5 days any format or 5 virtual consecutive half-days
- ✓ 1-on-1 or small team coaching packages available

Workshop Benefits

Participants will acquire skills that make them indispensable partners in solving customer challenges and driving long-term success. They'll be equipped to increase deal sizes, improve profitability, and build lasting customer relationships that go beyond the initial sale.

- Increase participant involvement in discussions and decision-making processes.
- Provide deeper insights and value to customers, thereby strengthening relationships.
- Manage particularly challenging customer situations and escalations.

Technically Speaking's **Value-Based Insight Selling** workshop is designed to empower sales teams with a new approach to engaging customers. Instead of focusing solely on asking questions to uncover needs, salespeople will learn how to educate customers with insights of which the customer is not yet aware. This has two main advantages: 1) It moves customers more quickly through the sales cycle, and 2) It gives the salesperson the ability to quickly change the customer's view of their current situation, thus making it much easier to change a customer's viewpoint of their current way of doing business.

This program is based on the neuroscience of influence and decision making. It combines in-depth discussions, hands-on application work, and collaborative team exercises. Participants will craft personalized "Insight Messaging," aligning with the strategic changes needed to influence customer decisions effectively. The skills taught in this course are research-backed, practical, and scalable across the field, ensuring immediate applicability and impact.

Additional Add-on Module Options

Customer Intel- Deep dive into customers' drivers, barriers, and competitive challenges.

Dollarization- Techniques for quantifying both the cost of unidentified problems and the unique value your solution provides, complete with Unique Value Proposition (UVP) development.

Marketing Integration- Equip marketers with a repeatable messaging framework that salespeople can confidently use in the field, creating a unified insightful message.

Business Literacy- Simulation-based training to boost participants' understanding of key economic factors, annual reports, and leverageable business insights for higher-level engagements.

Why Choose Technically Speaking?

We employ a unique teaching methodology that is both instructive and hands-on. This methodology enables learners to master any topic fully.

We're interactive: Our 100% interactive approach ensures you stay engaged and are excited to participate fully. Studies consistently show that people learn and retain more by “doing” rather than “being told.” Unlike traditional training that relies heavily on slide presentations, our sessions balance lively content delivery with entertaining elements. Participants are encouraged to think critically, ask questions, and participate in meaningful discussions, making learning enjoyable.

We get real: Our focus on active participation means participants engage in discussions, activities, and real-time application of concepts. This approach leads to a deeper understanding and long-term retention of the material.

We recognize that everyone learns differently: A multi-faceted approach accommodates different learning styles, ensuring a well-rounded learning experience. This is especially critical in virtual environments, where maintaining audience attention can be more challenging.

We value learners: Our programs recognize that teams consist of skilled professionals with valuable insights, experiences, and viewpoints. Creating opportunities for participants to share their perspectives fosters a collaborative learning environment where everyone benefits from each other's knowledge. This peer-to-peer learning enhances the overall impact of the training.

Your team will be prepared to handle any communication opportunity confidently by working on real-life scenarios and receiving constructive feedback. Participants leave our sessions with practical skills they can immediately apply in their professional settings, leading to improved performance and outcomes.

We look forward to partnering with you!
Kim & Jim Kennedy - Technically Speaking