



PERFORMANCE • FULFILLMENT • RESULTS

## KNOW IT NOW STRATEGIST PACKAGE

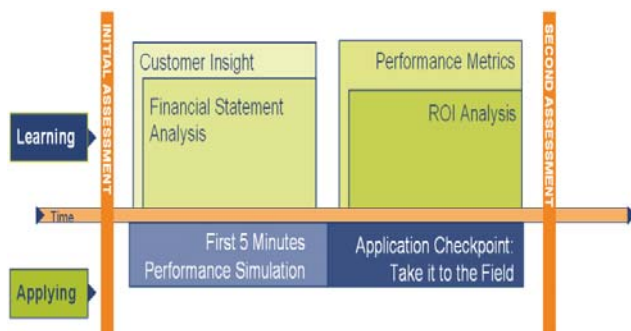
### FINANCIAL AND EXECUTIVE SELLING SKILLS

*As sales professionals strive to call higher within organizations, focusing on executive-level contacts, they quickly learn that a key to their success is their ability to speak the language of executives—financial performance.*

*The Know it Now™ Strategist Package builds role-appropriate skills for selling business value and a solution's ability to improve customer business performance. Uniquely delivered from an executive buyer's perspective, the award-winning learning framework develops business acumen for credibly selling to executives.*

#### OVERVIEW

This self-paced, online learning framework equips sales professionals to credibly engage and sell to client executives. It is designed to heighten your ability to sell a solution's business value and its power to improve financial performance.



Award-winning online learning framework for developing financial and executive selling skills

#### CORE COMPETENCIES

The framework focuses on the five competencies required for selling a solution's business value:

1. **Business Knowledge**—Understand a customer's operational model and interpret the macro-economic factors impacting performance.
2. **Customer Insight**—Gain account insight, identify new opportunities, and credibly engage in a customer's strategic initiatives.

3. **Financial Acumen**—Interpret financial trends and analyze customer financial performance to pinpoint areas of need.
4. **Return on Investment**—Quantify the financial impact of investing in your solutions using metrics meaningful to the customer.
5. **Executive Engagement**—Credibly engage, build relationships, and sell at executive levels.



#### PROGRAM COMPONENTS

- **Executive Selling Assessment** to measure individual and collective proficiency in selling solution business value
- **Courseware** modules to improve sales performance through challenging, fast-paced, and substantive learning experiences
- **Performance Simulation** to practice applying new sales skills in realistic, avatar-based scenarios integrated with the courseware
- **Manager Coaching Kits** to provide a structured, time-effective means for managers and their teams to collaboratively apply new skills in the field

## OUTCOMES BY COMPONENT

<i>Component:</i>	<i>Your salespeople will be able to...</i>
Executive Selling Assessment	Objectively self-assess and benchmark their executive selling proficiency.
Customer Insight course	Understand the customer issues driving investment in your solutions.
Financial Statement Analysis course	Translate customer financial performance into business insight.
Performance Metrics course	Quantify solution value using metrics meaningful to the customer.
ROI Analysis course	Model and credibly present Return on Investment scenarios.
First 5 Minutes Performance Simulation	Effectively utilize the first 5 minutes of an executive engagement with the goal of earning additional time.
Manager Coaching Kits	Collaboratively continue skills development while working on actual accounts and opportunities.

Measurement  
  Learning  
  Application

### OUTCOMES

This framework builds sales organizations' business acumen to align a solution's value with client business initiatives. You learn the challenges of driving business performance from the customer's side of the table and how investment decisions are made after your sales team leaves the room. This shift and the in-depth training on financials and selling business impact will create a level of literacy required for developing executive-level buying relationships, resulting in higher-volume sales opportunities and sustained revenue growth.

### APPROACH



Award-winning curriculum components may be used stand-alone or blended to complement leader-led training. Accessible from any Internet-enabled location, this self-paced sales training can be quickly deployed to your entire team with minimal time-out-of-field disruption and no travel costs.

### Learn-then-Apply Rhythm

Throughout the learning experience, activities challenge individuals to learn by doing. Where the courseware provides the "learning," the performance simulation integrates the "doing" component so that the concepts learned in the courses are put to the test in the simulations.

### MEASUREMENT

The two-part Executive Selling Assessment produces before-and-after profiles showing your team's proficiency in the five competencies for selling solution business value: Business Knowledge, Customer Insight, Financial Acumen, Return on Investment, and Executive Engagement.

### REPORTING

#### Usage reporting available 24/7 online

To track team progress, compliance reporting is available by individual, group, or other audience segments. You can quickly see which individuals have completed specific components and compare between groups. For your convenience, this information is securely available online, 24/7.

### Standards Compliant

If you prefer to host Know it Now learning on your internal learning management system, components are SCORM-compliant and built to the latest standards.