

## LEARNING OUTCOMES - EFS DIRECT

MODULE	PROGRAM OBJECTIVE	LEARNING OUTCOME
Corporate Performance	To understand the metrics companies use to measure business performance and how it impacts executive buying behavior.	Awareness that business performance drives executive buying behavior.
Customer's Customer	To understand how external and internal factors influence a company's business objectives and affect buying behavior.	Understanding what issues are important to your customers and to the customers they serve.
Due Diligence	To understand the types of public and private company 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 a company's financial statements to prepare for an executive conversation.	Ability to translate corporate financial data into business insight that identifies sales opportunities.
Running Numbers	To understand how companies financially evaluate and prioritize investments using key ratios and financial relationships.	Ability to use financial trends and relationships to improve business insight and spot sales opportunities.
Corporate Structure	To understand corporate terms, structure and financial incentives to effectively position value propositions.	Realization that companies vary in structure and the ability to adapt proposals to the interests of various executive audiences.
Executive Discovery	To understand how to ask questions during an executive conversation to shape value propositions.	Ability to engage in an informative executive dialogue to demonstrate credibility, obtain information and gain sponsorship.
Corporate Strategy	To understand the impact a company's market share and growth rate have on buying behavior.	Appreciation of a company's business condition, its impact on the sales cycle and how to prioritize opportunities accordingly.
ROI Analysis	To understand that executive purchase decisions demand proposals that demonstrate compelling economic value.	Ability to develop Return on Investment scenarios and present value propositions with measurable financial benefits.
Executive Presentation	To understand how to link your solutions to measurable business impact from an executive's perspective.	Confidence to present executive proposals that credibly demonstrate an understanding of your customer's business.



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