

# Alignor's Communicating Value Learning Journey

*Empowers sales professionals to show customers the differentiated value of your offerings*

## Topics Covered:

- ✓ Understanding how the customer sees value
- ✓ Identifying your competitive differentiators
- ✓ Communicating persuasive value stories
- ✓ Handling buyer objections

*Outcome-based skills  
building through simulations  
and coaching*

*Relevant, concise, realistic  
simulations engage managers  
and sales professionals*

*Insights from data  
analytics measure  
business impact*

# Learning Journey Structure

## Kickoff Meeting:

- ❑ *30-minute virtual meeting with team to cover learning journey expectations, details and expected outcomes*

## Online Micro-Learning:

- ❑ *60 minutes of self-paced learning*
- ❑ *Short videos and games each take 5-10 minutes*
  - ❑ *Stop and start whenever you like*
  - ❑ *Individualized data-driven coaching*

## Concluding Workshop:

- ❑ *60-minute virtual workshop includes discussion of key concepts, insights from aggregated team data and commitments for implementation*



Total Time: **2.5 hours**

## Team Insights & Analytics



- ❑ *Behavioral tendencies with customers*
- ❑ *Confidence in key skills*
- ❑ *Strengths and opportunities for improvement*
- ❑ *Business impact*

# Expected Outcomes

- Sales professionals communicate value in ways customers embrace
- Customers see how your offering delivers more value than alternatives
- Customer price objections addressed and converted into value conversations

Guide your people to  
behaviors that drive  
**BUSINESS IMPACT**

Experience what SAMA,  
Coursera and other  
industry leaders are  
buzzing about!

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My experience with Alignor demonstrates what is possible when good training, good coaching and great engagement from participants meet!

- **Fortune 500 Sales Enablement Professional**

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Alignor's learning journey helped me understand the different tactics to close a deal with customers, especially when the customer is nibbling and giving you excuses about time pressure and trying to modify the agreement.

- **Fortune 500 Sales Professional**

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I really like these types of courses because they are very dynamic and the interaction with the characters helps you imagine that you are actually having a conversation with your account.

- **Fortune 500 Key Account Manager**

Used by Fortune  
500 companies  
globally – content  
available in 9 major  
languages