

Workshop One: Insight Topics

In this exercise, you will make a list of the five biggest gaps between what your customers believe today, and what they need to believe to buy your product.

This exercise should take no more than 10-minutes, because these are the sales issues you struggle with everyday.

The purpose of this exercise is to find the right content for your story so that it can help bridging the gap between buyers and non-buyers.

At the end of this exercise, you will have five potential story topic ideas that you may then apply to the story that you are going to create at the end of this eLearning.

And when you share your story with your peers at the live training, your story will be relevant and engaging.

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