



2

Overview of the Enabled Business Outcomes Workshop

Partnering with Up 2 Speed's Global Team, for Immediate Scale & Capacity Wins

Problem Statement we hear over & over from our clients

“Normally our sales team ignore the valuable selling assets we have developed...They don’t develop fluency demanded in the field”

“Our sales team is great at working a deal with Value Based Selling, they are not great at opening doors and engagements”

“Our Account Managers are masters of the complex, they just are not skilled in the basics”

“Our Customer Success Story are all about us, They should be all about our Customers”

Our ability to communicate the compelling value that your solutions have delivered is central to your sales success. The EBO workshop is designed to develop your Sales Teams' skills navigating to, and engaging with, Line of Business Leaders and opening Business Outcome focused engagements.

Workshop Objectives

Improve communications skills of your sales teams when engaging LOB's and Executives

Improve Sales Teams ability to open engagements in the LOB

Demonstrate fluency describing your Enabled Business Outcomes to LOB's

Increase size of your Sales Funnel

Scope of EBO

1

Selected Sellers

2

Two Virtual Workshops during the same week (3 hours each)

3

Virtual Workshops in Cohorts of maximum 20 PAX

4

Flip-Grid Enabled Workshop

5

Six hours of Student-time in workshops

6

One Flip-Grid Homework Assignments

Resources Incorporated

1

Walter the AI Enabled Persona Coach

2

Customer Successes Stories

3

Use Cases

4

Vertical Segment Profiles

5

Flip-Grid For Student Submissions

6

Manager Review of Flip-Grid Submissions

Elevator Pitch: *The 30-60 Second Response*

Our company is the.....



That



Because.....



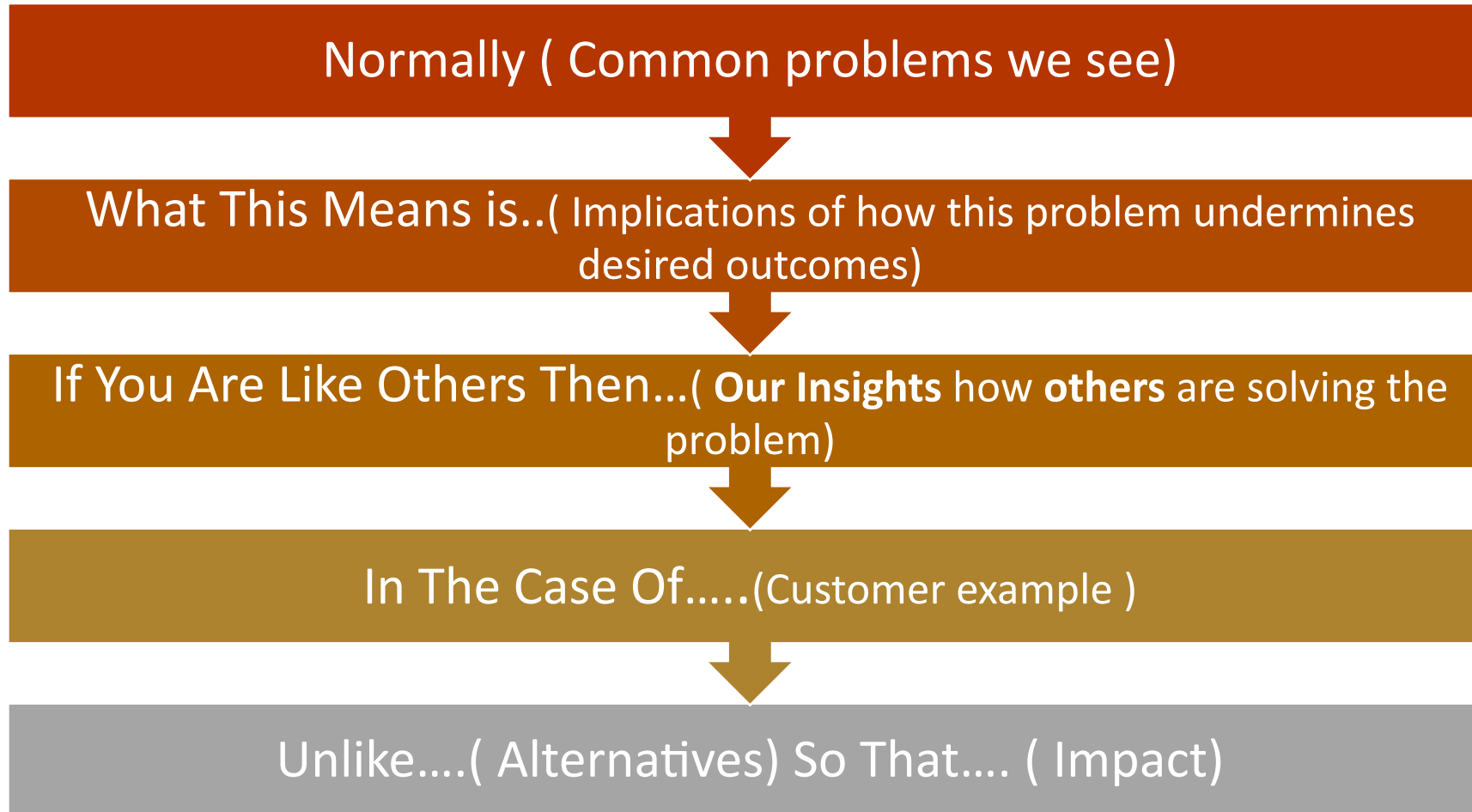
Unlike.....



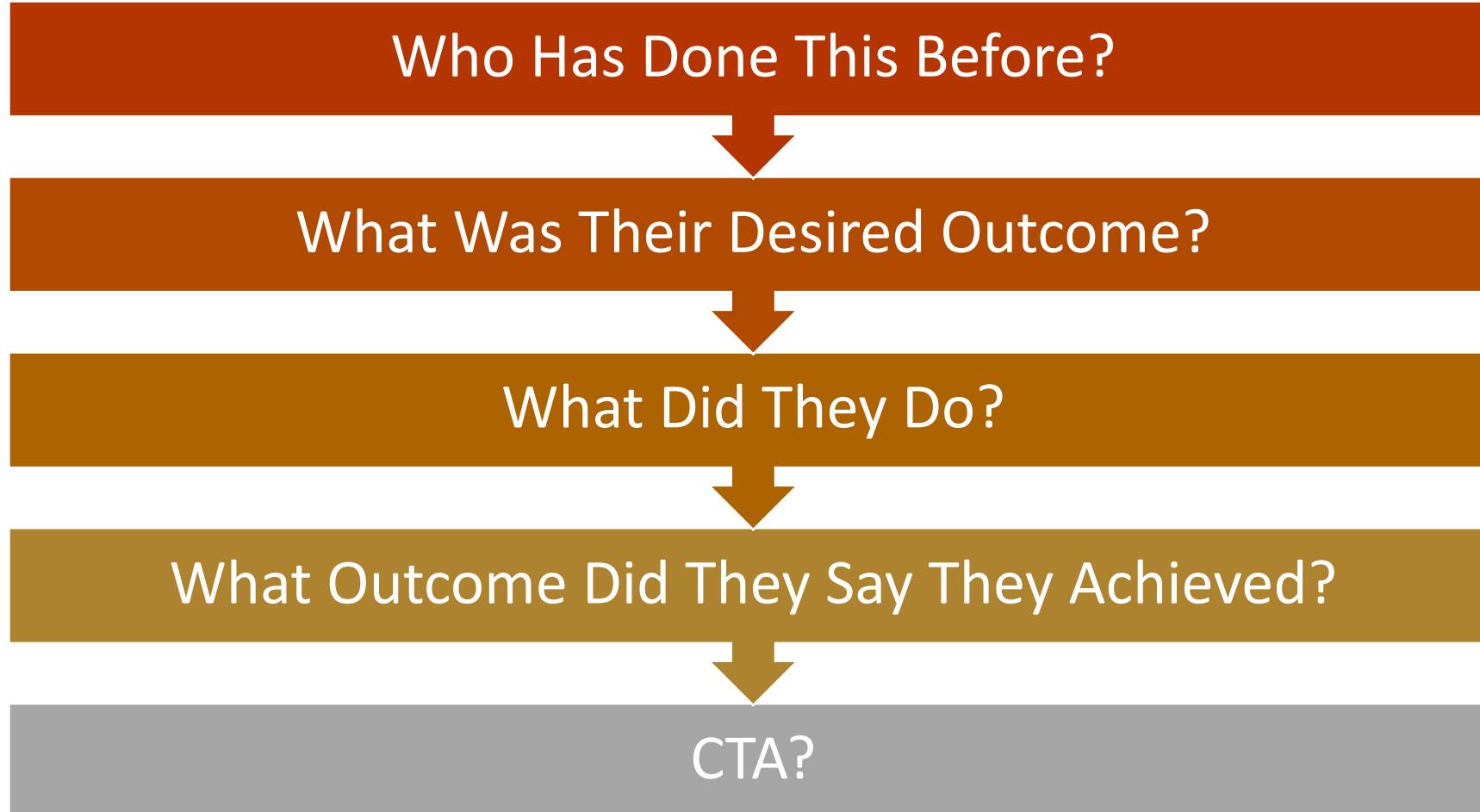
So That.....



Framework #2



Framework #3



A Word About Flip Grid ...

Activity Snapshot

You have created 1 year and 8 months of engagement with your community.



Achievements

 15

Groups created

 47

Topics created

 229

Total responses

 3.0k

Videos this week

 17

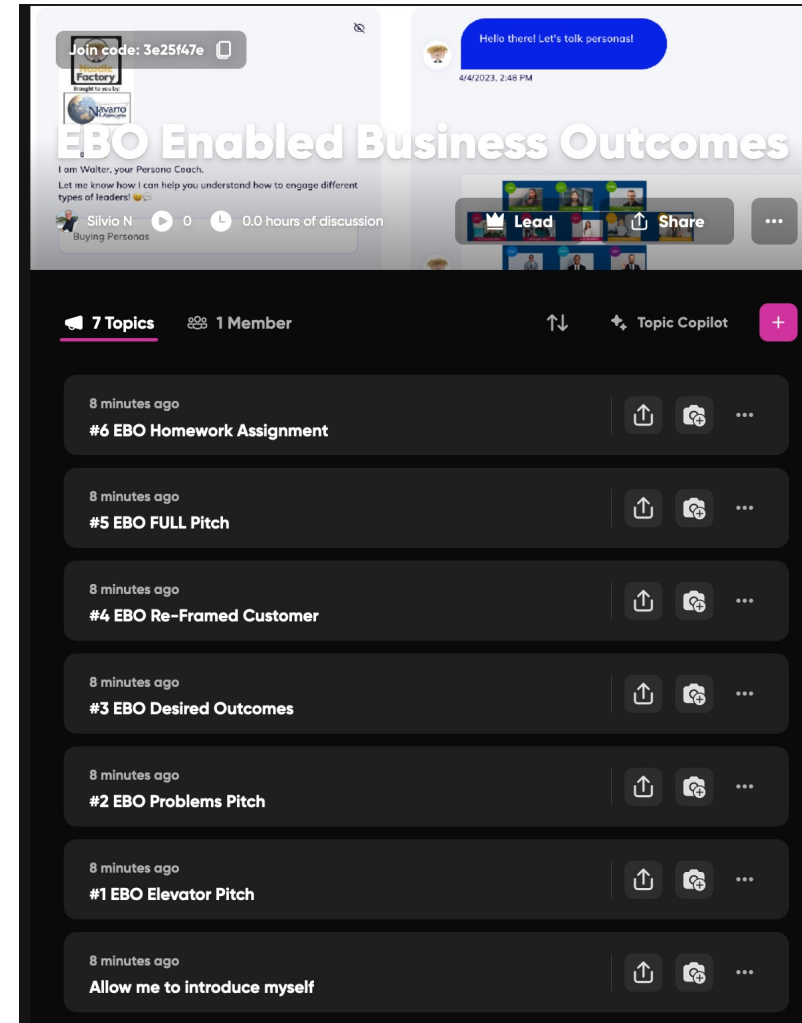
Total views

 212.5k

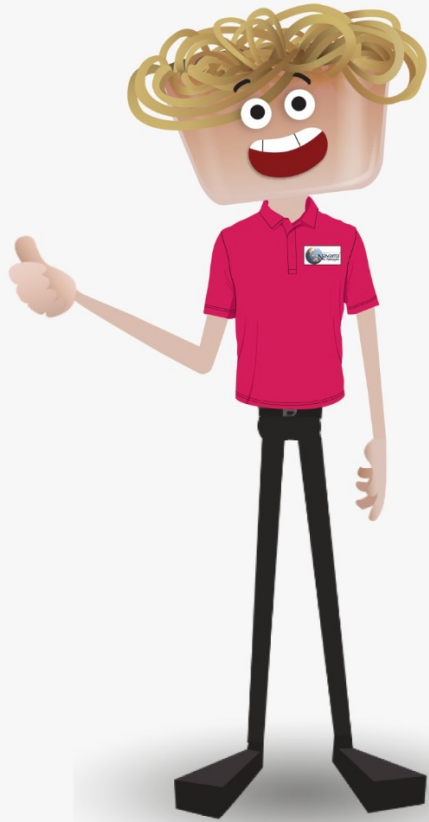
Flip Grid is an App that allows us to capture In-Class Video submissions by the students.

We will be capturing 6 assignments over the course of the two workshops:

1. The Elevator Pitch
2. The Problem Statement
3. The Desired Outcome
4. Re-framing Customer Success
5. Final EBO Pitch
6. Homework Assignment (which will be reviewed by the students Manager)



Walter The Buying Persona Coach



Walter helps with running workshops centred on interacting with a wide variety of Buying Personas. With Walter on board, these courses provide personalised training and development to the students of the Enabled Business Outcomes Workshops. This course uses an AI Enabled Persona Coach application both during the workshop and after the workshop for students to explore the discrete care-about's of the target stakeholders they plan to meet with. The Persona Coach allows for student to interact with a powerful Curated AI dataset using Conversational Chat prompts. Once students feel “Ready to Meet” with a target stakeholder, they can take a Persona Coach Assessment to confirm or clarify any of the top topics recommended they cover.

The top five topics for each Stakeholder are:

What are the top priorities of a ____ stakeholder?

What are the KPI's of ____ stakeholder?

What are the operational challenges of a ____ stakeholder?

What is the value ____ has to their internal Stakeholders?

What are the technologies that ____ would value in the ____ Market?

And of course, ask Walter anything at all. Walter supports 11 native languages as well.

A Word About Walter the AI Persona Coach

The screenshot displays the Noodle Factory AI Persona Coach interface. The top navigation bar includes a 'Menu' button, a search icon, a notification bell, and a user profile icon. The left sidebar contains a 'Buying Personas' search bar and a list of navigation options: Chat, Bookmarks, Answer questions, Sessions, and Reports.

The main chat area shows a conversation with Walter, the AI Persona Coach. The chat history includes a greeting from Walter and a list of buying personas available in the module:

- Chief Information Officer (CIO)
- Chief Information Security Officer (CISO)
- Chief Operating Officer (COO)
- Chief Technology Officer (CTO)
- Chief Digital Officer (CDO)
- Chief Purchasing Officer (CPO)
- Chief Marketing Officer (CMO)
- Chief Financial Officer (CFO)
- Chief Data Officer (CDO)
- Chief Sales Officer (CSO)
- Chief Executive Officer (CEO)
- Chief Human Resources Officer (CHRO)
- Director of Facilities (DOF)
- Chief Customer Contact Officer (CCO)
- Director of Corporate Real Estate (DCR)

The chat also shows a question about the priorities of a Chief Procurement Officer, which is answered in a detailed response:


What are the priorities of a Chief Procurement officer?

The priorities of a Chief Procurement Officer (CPO) can vary depending on the organization's size, industry, and business objectives. However, some common priorities that a CPO may have include:


1. Cost savings: A CPO is responsible for finding ways to reduce costs without sacrificing quality. This involves negotiating with suppliers to secure better pricing and terms.
2. Risk management: A CPO needs to identify and mitigate potential risks in the procurement process, such as supplier bankruptcy or product quality issues.
3. Supplier relationship management: Developing strong relationships with key suppliers is critical for ensuring reliable supply chain operations and securing favorable terms.
4. Process improvement: The CPO should continuously evaluate procurement processes to identify areas for improvement and implement best practices.
5. Sustainability: Increasingly, organizations are prioritizing sustainability in their procurement strategies by selecting environmentally friendly products and working with socially responsible suppliers.
6. Innovation: As technology evolves, the CPO should be aware of emerging trends in procurement technology solutions that could

The interface also includes a 'Was this response useful?' feedback section with thumbs up, thumbs down, and a flag icon.

Live Demo!



brought to you by



Hi there! 🍌
I am Walter, your Persona Coach.
Let me know how I can help you understand how to engage different types of leaders! 🍌👉

Buying Personas

Chat

Bookmarks

Answer questions

Sessions

Reports

What are the priorities of a chief Procurement Officer?

4/4/2023, 2:48 PM

Read More

The priorities of a Chief Procurement Officer are to create value for customers, employees, shareholders, partners and suppliers, and society and the environment. This includes optimizing procurement processes, managing suppliers effectively, reducing costs, improving supply chain performance, improving communication and collaboration with suppliers, and implementing sustainable procurement practices.

4/4/2023, 2:48 PM

Tell me more

4/4/2023, 2:49 PM

Read More

CPOs can create value for customers by ensuring that the organization's supply chain is efficient, reliable, and responsive to changing business needs. By optimizing the procurement process, managing suppliers effectively, and delivering high-quality products and services, CPOs can help to improve customer satisfaction and loyalty. CPOs can create value for employees by optimizing procurement processes, improving supplier management, and implementing digital tools that streamline procurement activities. By reducing the time and effort required for procurement, employees can focus on other high-value activities, increasing their job satisfaction and productivity. CPOs can create value for shareholders by optimizing procurement processes, reducing costs, and improving supply chain performance. By delivering cost savings and driving efficiency throughout the supply chain, CPOs can help to increase profitability and drive shareholder value. CPOs can create value for partners and suppliers by implementing procurement processes that improve communication, streamline processes, and improve collaboration. By building strong relationships with suppliers, CPOs can help to improve

4/4/2023, 2:49 PM

Answer questions

Sessions

Reports

to engage different

4/4/2023, 2:50 PM

What are the KPIs of a chief Procurement Officer?

4/4/2023, 2:50 PM

Read More

Cost savings, supplier performance, contract compliance, procurement cycle time, supply chain risk, sustainability, and digital transformation.

4/4/2023, 2:50 PM

Tell me more

4/4/2023, 2:50 PM

Here's a brief explanation of each KPI for Chief Procurement Officers:

1. Cost savings: The amount of money saved through procurement activities, including cost reductions and avoidance.

2. Supplier performance: The ability of suppliers to meet quality, delivery, and service requirements.

3. Contract compliance: The percentage of contracts that are being followed according to the agreed-upon terms and conditions.

4. Procurement cycle time: The time it takes to complete a procurement process from start to finish.

5. Supply chain risk: Identification and mitigation of risks in the supply chain, including disruptions due to natural disasters or political instability.

6. Sustainability: Implementation of sustainable procurement practices that reduce environmental impact, promote social responsibility, and support economic development goals.



7. Digital transformation: Use of technology such as automation, analytics tools, and digital platforms to improve procurement processes' efficiency and effectiveness.

These KPIs help CPOs monitor their organization's overall performance in the area of procurement while also providing insights into areas

4/4/2023, 2:51 PM

Was this response useful?

A Word About Walter the AI Persona Coach


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Buying Personas

Chat

Bookmarks

Answer questions

Sessions

Reports

what is the relevance of Subscription of technology to a Chief Procurement Officer?

4/4/2023, 2:52 PM

Subscription of technology can be highly relevant to a Chief Procurement Officer (CPO) as it can help the organization streamline procurement processes, improve supplier management, and reduce costs. By subscribing to technology tools such as e-procurement software or spend analytics solutions, CPOs can automate many manual procurement activities and gain insights into their organization's spending patterns. This allows them to identify areas for cost savings and optimize their supply chain performance.

For example, subscription-based spend analytics tools can provide real-time data on an organization's spending habits. This helps CPOs make informed decisions about which suppliers to work with, negotiate better contracts, and identify opportunities for cost savings. Similarly, e-procurement software enables organizations to manage their procurement activities online while also automating tasks such as purchase orders and invoice processing.

Overall, subscription-based technology solutions offer CPOs the flexibility they need to adapt quickly in today's fast-paced business environment while also providing the functionality they need to drive efficiency and effectiveness in their procurement

4/4/2023, 2:52 PM

Tell me more

4/4/2023, 2:52 PM

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Buying Personas

Chat

Bookmarks

Answer questions

Sessions

Reports

what are the operational challenges of managing Perpetual Licenses to a Chief Procurement officer?

4/4/2023, 2:54 PM

Managing perpetual licenses can pose several operational challenges for a Chief Procurement Officer (CPO). Here are some of the key challenges:

1. License compliance: With perpetual licenses, there is no expiration date, and it can be challenging to keep track of how many licenses have been purchased, where they are being used, and whether the organization is in compliance with license agreements.
2. Upgrades and maintenance: Perpetual licenses may require additional fees for upgrades or maintenance that can make them more expensive over time. It can be difficult to budget for these costs since they may not be predictable.
3. Lack of flexibility: Once a perpetual license has been purchased, it cannot easily be scaled up or down based on changing business needs.
4. Vendor management: Managing relationships with vendors that provide perpetual licenses requires ongoing negotiation and communication to ensure that the organization is getting the best possible value.
5. Security risks: Perpetual software licensing agreements may become outdated over time as security threats evolve, leaving organizations vulnerable

4/4/2023, 2:54 PM

Tell me more

4/4/2023, 2:54 PM

A Word About Walter the AI Persona Coach

what are the top five objections to as a service offering that a chief procurement officer may have?



19/4/2023, 9:07 AM



Here are the top five objections that a Chief Procurement Officer (CPO) may have to "as a Service" offerings:

1. Lack of control: CPOs may be concerned about losing control over their organization's technology infrastructure and data when moving to cloud-based services.
2. Security concerns: CPOs may have security concerns regarding data privacy, access controls, and the ability to secure sensitive information in the cloud.
3. Cost: CPOs may perceive cloud services as expensive compared to on-premises solutions, especially if there is a need for significant customization or integration with existing systems.
4. Compliance issues: Regulatory compliance can be challenging in a cloud environment where data sovereignty laws vary by jurisdiction.
5. Vendor lock-in: Moving to an "as-a-Service" model requires organizations to work closely with external vendors, which could lead to vendor lock-in and reduced flexibility in choosing future providers.

To overcome these objections, it is important for CIOs and other technology leaders within an organization to communicate effectively with procurement teams, explaining how cloud-based services can provide cost savings, scalability, improved security measures while maintaining full control over organizational assets and assuring regulatory compliance through proper planning and execution of service level agreements (SLAs).



19/4/2023, 9:07 AM



Great, glad we could help!



Coach,

> you understand how to engage different

The subscription of technology can provide several business values to a Chief Procurement Officer (CPO) in the healthcare market. Here are some examples:

1. Cost savings: Subscription-based software and services can help CPOs reduce their overall procurement costs by offering more flexible pricing models, reducing the need for expensive hardware and infrastructure investments, and providing cost-effective access to cutting-edge technologies.
2. Improved supplier management: Subscription-based platforms offer greater visibility into supplier performance, which helps CPOs identify potential issues early on and work with suppliers to improve quality, delivery times, and service levels.
3. Enhanced data analytics: Many subscription-based solutions include powerful data analytics tools that enable CPOs to gain insights into their procurement processes' efficiency and effectiveness. These insights can be used to optimize procurement operations, negotiate better contracts with suppliers, reduce risk exposure, and support strategic decision-making.
4. Better collaboration: Cloud-based subscription solutions make it easier for stakeholders across different departments or organizations to collaborate on procurement activities such



4/4/2023, 2:55 PM

Tell me more?



4/4/2023, 2:56 PM

Certainly! Here are some additional business values of subscription-based technology for a Chief Procurement Officer (CPO) in the healthcare market:

1. Improved compliance: Subscription-based solutions can help CPOs ensure compliance with regulatory requirements, such as HIPAA and GDPR, by providing secure data storage and processing capabilities.
2. Increased agility: Subscription-based software and services offer greater flexibility than traditional on-premise solutions, allowing CPOs to quickly scale up or down their procurement operations based on changing business needs.
3. Better risk management: Subscription-based platforms provide real-time visibility into supplier performance, enabling CPOs to identify potential risks early on and take proactive measures to mitigate them.
4. Enhanced innovation: Subscription-based solutions often include access to cutting-edge technologies that would be difficult or costly for an organization to develop in-house. This allows CPOs to stay ahead of the curve when it comes to adopting new technologies that can improve procurement operations' efficiency and effectiveness.



Overall, subscription-based technology offers several