



# Sell the Solution

## Course Syllabus

### Course Overview

#### Description

Once you have conducted a thorough Needs Audit, you have a competitive advantage. You understand what matters most to your buyer, and you're prepared to build a customized Solution Presentation that creates value. Sell the Solution will help you propose, persuade, convince, and close the deal.

**Duration:** Approximately 15 min

#### Objectives

After you complete this course, you will be able to:

- Name the purpose and plays of the Solution Presentation routine
- Describe the elements in the Proposal and Service Levels & Pricing Plays
- Propose a powerful solution that sets mutual expectations and shows your prospect how you will deliver the benefits
- Prepare a customized Solution Presentation Play for a current or potential prospect

#### Required Materials

The course contains all required materials. No additional materials are necessary.

### Course Outline

#### Introduction

- Course overview
- Course objectives

#### Module 1: Executing an Effective Call to Action Close

- 3 Steps
- Practice activity



## **Module 2: Getting to Yes**

- Pushback
- Timing
- When to use call to action close
- Practice activity
- Review

## **Course Administration**

### **Earning Your Certificate**

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

### **Completion Deadline**

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

### **Policies**

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

### **Course Evaluation**

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

### **Course Contributions**

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

### **Technical Requirements and Support**

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.



### Course Help

For additional assistance, email [learning@elliemae.com](mailto:learning@elliemae.com). Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information