



decision-based training

*why pay* skills

## your challenge

Your sales and service professionals are under intense pressure to sell value, not price, in a complex business environment. They face increasingly powerful purchasing organizations, savvy well-trained buyers, and unprecedented demands to get more done in less time.

Uncomfortable with the tension this creates, they negotiate too quickly over price rather than business value at critical points in the sales cycle, and give away too much. To succeed in this challenging environment, your sales team must think, plan, and act differently in critical customer negotiations.

## what's going wrong?

- You're not laying the groundwork for better deals throughout the process.
- You're offering excessive discounts out of desperation and frustration.
- You're failing to use tension to your advantage to create better deals.

## what if you could...

- Reduce excessive discounting and unnecessary concessions by your sales team?
- Improve your team's ability to create value throughout the sales process—and get paid for it?
- Arm your sales team with skills and tools to harness tension in negotiations—and use it to create better agreements?

WHY  
CHANGE



WHY  
YOU



WHY  
INVEST



WHY  
NOW



WHY  
PAY



WHY  
SIGN



WHY  
STAY



WHY  
EVOLVE



## if...

You're facing severe pricing pressure from customers...

Your margins are deteriorating...

Your reps are too quick to offer or agree to discounts...

## then...

You need Corporate Visions' **Why Pay Decision-Based Training**: a unique skills course to help you use science-based concepts to negotiate the best possible price for your solutions and secure high-margin business.

## what it is

**Why Pay Decision-Based Training** follows our proven approaches for learning and applying new competencies.

### flexible learning options

- In our **instructor-led** training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.
- In our **online training**, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

### ongoing reinforcement

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

## what you gain

- Improve the size and profitability of your customer relationships.
- Avoid costly discounts and "giveaways" that erode your margins.
- Manage the natural tension in negotiations, and use it to craft better, more profitable agreements.