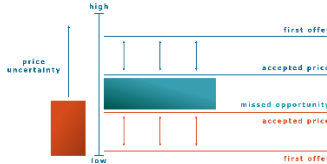

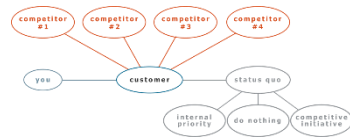
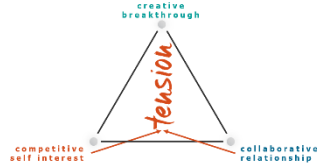

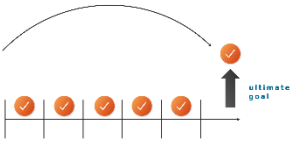

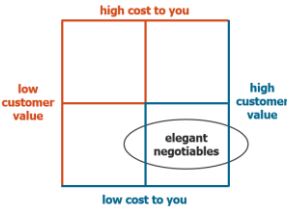


Capture Value Skills Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Negotiate From a Low Power Position		Discover counterintuitive and unconventional negotiating techniques to create and claim more value in today's complex, B2B selling environment.	<ul style="list-style-type: none"> Low Power Advantage Buyer Alternatives Identifying Buyer Alternatives Activity 	9 minutes
Manage Information		Create competitive advantage by skillfully leveraging, protecting and uncovering information throughout your sales process.	<ul style="list-style-type: none"> Information to Uncover Information to Protect Information to Leverage Identifying Information to "Get", "Give", and "Leverage" Activity 	18 minutes
Create Price Uncertainty		Distinguish your solution's unique strengths while heightening customer urgency to change by introducing needs they haven't considered.	<ul style="list-style-type: none"> Unconsidered Needs Unconsidered Capabilities Mapping Capabilities to Needs Activity 	12 minutes
Use Insights to Ask Questions that Persuade		Create customer uncertainty about their status quo using insights that lead to provocative questions that challenge your customer's thinking.	<ul style="list-style-type: none"> Insights Provocative Questions Linking Questions to Insights Activity 	10 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Make First Offers to Anchor Value		Express your solution's value in a way that anchors your customer to a high price target and expands their range of reason.	<ul style="list-style-type: none"> • Anchoring • First Offer Formula • Making the First Offer Activity 	12 minutes
Use Concession Strategy to Control Customer Emotions		Recognize common concession patterns and concede according to plan in order to maximize deal profitability.	<ul style="list-style-type: none"> • Value Based Exchanges • Concession Patterns • What to Concede Activity 	14 minutes
Buyer Alternatives Simulation		Practice building your low power advantage by creating customer uncertainty and an urgency to change.	<ul style="list-style-type: none"> • Practice applying the skills from the prior modules to get a customer to accept a price increase. 	10 minutes
Manage Negotiation Tension		Use tension as a positive negotiating force during negotiations to balance protecting your interests with building relationships.	<ul style="list-style-type: none"> • Leaking Value • Tension Model • Dimensions of a Negotiation 	15 minutes
Employ Negotiating Behaviors		Understand how to work in, and move between the Competitive, Collaborative and Creative dimensions as a deal's circumstances require.	<ul style="list-style-type: none"> • Competitive Behaviors • Collaborative Behaviors • Applying Negotiation Behaviors Activity 	13 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Reach Agreement In Multi-party Decisions		Identify and execute a planned series of deal-specific pivotal agreements designed to exchange value, protect solution value, and advance opportunities.	<ul style="list-style-type: none"> • Value Leaks • Types of Pivotal Agreements • Identifying Pivotal Agreements Activity • Exchanging Value 	14 minutes
Set High Targets to Drive More Value		Test and resolve your customer's range of reason regarding the price as well as the terms of a deal.	<ul style="list-style-type: none"> • Range of Reason • Setting High Targets • Setting Your High Target Activity 	16 minutes
Use Elegant Negotiables		Choose negotiables that are of high value to customers and low cost to provide.	<ul style="list-style-type: none"> • Primary Negotiables • Alternate Negotiables • Elegant Negotiables 	4 minutes