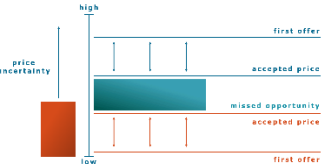

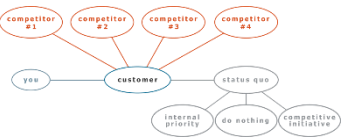


Why Pay Detailed Learning Outcomes

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
<p>Make First Offers to Anchor Value</p>		<p>Express your solution's value in a way that anchors your customer to a high price target and expands their range of reason.</p>	<ul style="list-style-type: none"> • Anchoring • First Offer Formula • Making the First Offer Activity 	<p>12 minutes</p>
<p>Use Concession Strategy to Control Customer Emotions</p>		<p>Recognize common concession patterns and concede according to plan in order to maximize deal profitability.</p>	<ul style="list-style-type: none"> • Value Based Exchanges • Concession Patterns • What to Concede Activity 	<p>14 minutes</p>
<p>Buyer Alternatives Simulation</p>		<p>Practice building your low power advantage by creating customer uncertainty and an urgency to change.</p>	<ul style="list-style-type: none"> • Practice applying the skills from the prior modules to get a customer to accept a price increase. 	<p>10 minutes</p>