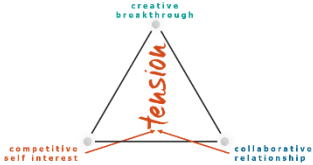
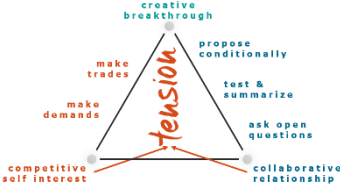
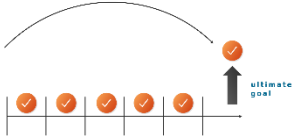

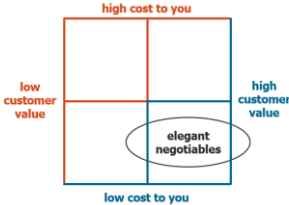


## Why Sign Detailed Learning Outcomes

| Module                                   | Visual Concept                                                                      | Learning Outcome                                                                                                                                         | Key Content                                                                                                                                                                   | Runtime    |
|------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 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"> <li>Leaking Value</li> <li>Tension Model</li> <li>Dimensions of a Negotiation</li> </ul>                                                   | 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"> <li>Competitive Behaviors</li> <li>Collaborative Behaviors</li> <li>Applying Negotiation Behaviors Activity</li> </ul>                     | 13 minutes |
| 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"> <li>Value Leaks</li> <li>Types of Pivotal Agreements</li> <li>Identifying Pivotal Agreements Activity</li> <li>Exchanging Value</li> </ul> | 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"> <li>Range of Reason</li> <li>Setting High Targets</li> <li>Setting Your High Target Activity</li> </ul>                                    | 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"> <li>Primary Negotiables</li> <li>Alternate Negotiables</li> <li>Elegant Negotiables</li> </ul>                                             | 4 minutes  |