



**Day 1**

**Download workbook**

**Complete Part 1 elearning**

- Negotiate From a Low Power Position
- Manage Information
- Create Price Uncertainty
- Use Insights to Ask Questions that Persuade

**Planner Assignment**

- Download your Why Pay Planner



**Day 2**

**Complete Part 2 elearning**

- Make First Offers to Anchor Value
- Use Concession Strategy to Control Customer Emotions
- Buyer Alternatives Simulation



**Day 3**

**Peer Check-In**

Participants meet up with a colleague or manager and practice their Why Pay message, just as they would with a customer. They get feedback on how to make their message more differentiated and memorable.



**Day 4**

**Video Challenge**

Participants are challenged to use what they learned by video recording themselves presenting their Why Pay message. Then, they receive personal coaching on the substance of their video's content and the quality of their delivery based on the grading rubric.

**Post Training Skills Reinforcement**

Participants register for the **Virtual Coach service**, a decision-specific library of guides designed to sustain skills adoption, and receive their sharable **eBadge** showing program completion.

