Situational Sales Negotiation Detailed Learning Outcomes

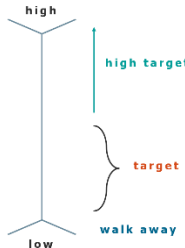| Module	Visual Concept	Learning Outcome	Key Content	Runtime
Manage Negotiation Tension		Use tension as a positive negotiating force during negotiations to balance protecting your interests with building relationships.	• Leaking Value • Tension Model • Dimensions of a Negotiation	15 minutes
Employ Negotiating Behaviors		Understand how to work in, and move between the Competitive, Collaborative and Creative dimensions as a deal's circumstances require.	• Competitive Behaviors • Collaborative Behaviors • Applying Negotiation Behaviors Activity	13 minutes
Position Value Advantageously		Describe your solution's value in a brief, compelling and repeatable manner that optimizes its perceived value.	• Why You Message • Your Areas of Differentiation • Create Your Power Position Activity	15 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.	• Range of Reason • Setting High Targets • Setting Your High Target Activity	16 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Manage Information		Create competitive advantage by skillfully leveraging, protecting and uncovering information throughout your sales process.	• Information to Uncover • Information to Protect • Information to Leverage • Identifying Information to "Get", "Give", and "Leverage" Activity	18 minutes
Satisfy Needs Over Wants		Discover your customer's fundamental motivations (*needs*) rather than react to specific demands (*wants*).	• Recognizing Needs • Negotiables • Identifying Customer Wants and Needs Activity	16 minutes
Use Concession Strategy to Control Customer Emotions		Recognize common concession patterns and concede according to plan in order to maximize deal profitability.	• Value Based Exchanges • Concession Patterns • What to Concede Activity	14 minutes