



Why Pay agenda

AM

9:00 – 9:45

launch

- Virtual Coffee & Participant Engagement
- Buyer Alternatives
- Buyer's Range of Reason

9:45 – 10:00

break

10:00 – 11:15

self-paced e-learning modules

1. Negotiate from a Low Power Position
2. Manage Information
3. Create Price Uncertainty
4. Use Insights to Ask Questions that Persuade

11:15 – 12:15

concept validation & skill practice

- Key learning review – teachback and discussion
- **Activity: Participants create Provocative Questions**

12:15 – 1:00

lunch

PM

1:00 – 2:30

concept teach & skill practice

Make First Offers to Anchor Value

- **Group Activity:** Participants create a First Offer
- Consultant feedback

concession strategy

- Group discussion

- Consultant overviews Account Application Assignment

2:30 – 2:45

break

2:45 – 3:30

account application assignment

- Each group select an account
- Complete a Why Pay Planner for group account
- Practice Why Pay conversation using checklist

3:30 – 5:00

practice & coaching webinar

- **Activity:** Why Pay group role plays with coaching
- Wrap-up and activate post-training reinforcement





Why Sign agenda

AM

PM

9:00 – 9:45

launch

- Virtual Coffee & Participant Engagement
- Leaking Value in Negotiations
- Introducing the Tension Model

9:45 – 10:00

break

10:00 – 10:45

self-paced e-learning modules

1. Manage Negotiation Tension
2. Employ Negotiating Behaviors

10:45 – 12:00

concept validation & skill practice

- Key learning review – teachback and discussion
- **Activity: Self-Interest Behaviors Skill Practice Exercises**

12:15 – 1:00

lunch

1:00 – 2:30

concept teach & skills practice

Reach Agreement in Multi-Party Decisions

- **Group Activity:** Identify typical decisions makers and their demands
- Consultant feedback

exchanging value & elegant negotiables

- **Group Activity:** Group creates elegant negotiables.
- Consultant feedback
- Consultant overviews Account Application Assignment

2:30 – 2:45

break

2:45 – 3:30

account application assignment

- Each group select an account
- Complete a Why Sign Planner for group account
- Practice Why Sign conversation using checklist

3:30 – 5:00

practice & coaching webinar

- **Activity: Why Sign group role plays with coaching**
- Wrap-up and activate post-training reinforcement

