



# 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

