



# 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

