

learning outcomes

Capture Value for High-Velocity Sellers

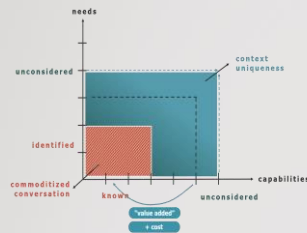
Negotiate the best possible price.

concept

skill application

learning outcomes

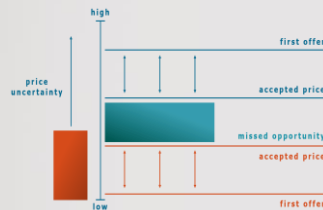
Expand Beyond Known Needs



- Identify buyer alternatives, an insight to expand beyond known needs, and a provocative question.
- Practice using your insight and question in a conversation.

- Distinguish your solution's unique strengths while heightening customer urgency to change by introducing needs they haven't considered.

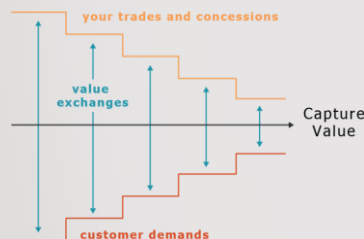
First Offers



- Create a first offer and justification.
- Practice asking for your first offer in a conversation.

- Express your solution's value in a way that anchors your customer to a high price target and expands their range of reason.

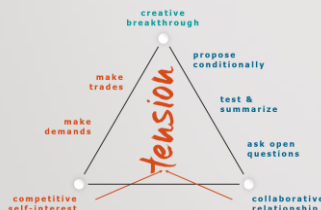
Exchange Value



- Identify negotiables you can give in a negotiation and what you will ask to get in return.
- Practice exchanging value in a customer conversation.

- Choose negotiables that are of high value to customers and low cost to provide.

Manage Tension



- Use a scenario to practice self-interest behaviors with a partner.
- Use a scenario to practice relationship behaviors with a partner.
- Use a scenario to practice employing all 5 behaviors in a conversation.

- Use tension and the negotiating behaviors as a positive negotiating force during negotiations to balance protecting your interests with building relationships.