



Capture Value Skills for High-Velocity Sellers

virtual classic instructor-led agenda

AM

9:00 – 9:15

launch

9:15 – 10:00

negotiation

- **Activity:** Pairs engage in a negotiation

10:00 – 10:45

concepts

- Buyer Alternatives
- Expand Beyond Known Needs
- **Activity:** Use a worksheet to create an insight and question. Review and practice in pairs.

10:45 – 11:00

break

11:00 – 11:40

concept

- Manage Information
- **Activity:** Use a worksheet to identify information to **get** and information to **give**.

11:40 – 12:15

concepts

- Range of Reason, High Targets, & First Offers
- **Activity:** Use a worksheet to create a first offer and justification. Review and practice in pairs.

12:15 – 1:00

lunch

PM

1:00 – 2:00

value exchanges

- Concessions
- Negotiables
- **Activity:** Use a worksheet to identify negotiables and plan value exchanges. Review and practice in pairs.

2:00 – 2:50

negotiation behaviors

- Tension Model
- Self-interest behaviors
- **Activity:** Pairs practice using self-interest behaviors and receive feedback and coaching.

2:50 – 3:05

break

3:05 – 3:50

relationship behaviors

- **Activity:** Pairs practice using relationship behaviors and receive feedback and coaching.

3:50 – 4:50

using all 5 behaviors

- **Activity:** Pairs practice using all 5 behaviors and receive feedback and coaching.

4:50 – 5:00

wrap up

