



# Why Pay agenda

## In-Person

### AM

9:00 – 10:05

#### launch

- Low power
- **Group Activity:** SecureLog Negotiation
- Consultant feedback

10:05 – 10:55

#### buyer alternatives

- **Group Discussion** and application
- #### managing information
- **Group Activity:** rate information identified in SecureLog
  - Consultant feedback

10:55 – 11:10

#### break

11:10 – 12:50

#### price uncertainty

- **Group Activity:** pick an account and create price uncertainty
- Consultant feedback

#### insights and questions

- **Group Activity:** create an insight that leads to an Unconsidered need
- Consultant feedback

### PM

12:50 – 1:35

#### lunch

1:35 – 3:00

#### first offers

- **Group Activity:** Create a First Offer for your account
- Consultant feedback

#### high targets

#### concession Strategy

- **Group Activity:** Create a concession strategy for your account
- Consultant feedback

3:00 – 3:15

#### break

3:15 – 3:45

#### account application assignment

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

3:45 – 5:00

#### practice & coaching webinar

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





# Why Sign agenda

## In-Person

### AM

9:00 – 9:30

#### launch

- Revisit Day 1
- Leaking Value in Negotiations

9:30 – 10:20

#### managing tension

- Competitive behaviors
- **Group Activity:** Practice competitive behaviors
- Consultant feedback

10:20 – 10:35

#### break

10:35 – 11:25

#### managing tension

- Collaborative behaviors
- **Group Activity:** Practice collaborative behaviors
- Consultant feedback

11:25 – 12:05

#### Pivotal agreements

- **Group Activity:** Create pivotal agreements for your account
- Consultant feedback

12:05 – 12:50

#### lunch

### PM

12:50 – 1:45

#### overcoming resistance

- **Group Activity:** Practice resistance tools when creating pivotal agreements.
- Consultant feedback

1:45 – 2:25

#### elegant negotiables

- **Group Activity:** create elegant negotiables for your customer account
- Consultant feedback

2:25 – 2:40

#### break

2:40 – 3:10

#### account application assignment

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

3:10 – 4:30

#### practice & coaching webinar

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

