



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

