



# Why Sign agenda

## In-Person

### AM

### PM

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

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

