



Situational Sales Negotiation agenda

AM

PM

9:00 – 9:15

launch

9:15 – 9:35

Activity: Negotiation

Negotiation Principles

9:35 – 10:25

- Position Advantageously
- Set High Targets
- Manage Information

10:25 – 10:40

break

10:40 – 11:00

- **Activity: Manage Information**

Negotiation Principles

11:00 – 11:45

- Know Your Power
- Needs over Wants
- Concede to Plan

11:45 – 12:00

- **Individual Activity: Negotiation Planner**

12:00 – 12:45

lunch

12:45 – 2:20

Concessions

- **Activity: Concessions**
- Patterns
- Guidelines

2:20 – 2:30

- **Individual Activity: Negotiation Planner**

2:30 – 2:45

break

2:45 – 4:15

Negotiating Behaviors

- Tension
- Self-Interest Behaviors
- **Activity: Self Interest Behaviors**

4:15 – 4:30

Individual Activity: Negotiation Planner

4:30 – 5:00

- Healthburger Negotiation Introduction
- Wrap-up





Situational Sales Negotiation agenda

AM

PM

9:00 – 9:40

launch

- Day 1 concept review
- Selling & Negotiating

9:40 – 10:20

Healthburger Negotiation

- **Activity: Negotiation Preparation**

10:20 – 10:35

break

10:35 – 12:50

- **Activity: Negotiation**
- Debrief

12:50 – 1:35

Lunch

1:35 – 2:05

negotiables

- Negotiables
- **Group Activity:** Brainstorm Negotiables

2:05 – 3:25

Negotiating Behaviors

- Relationship Behaviors
- **Activity: Relationship Behaviors**

3:25 – 3:40

break

3:40 – 4:40

Special Assignment

- **Activity: Negotiation Preparation**
- **Activity: Negotiation**
- Debrief

4:40 – 4:50

Individual Activity: Negotiation Planner

4:50 – 5:00

- Wrap-up
- Activate Reinforcement

