

# Capture Value<sup>®</sup> Skills

Turn Every Sales Conversation into  
a Strategic Negotiation—From  
Discovery to Close



## Your Challenge

You've had a great sales conversation—needs uncovered, value discussed—and then pricing comes up.

Suddenly, everything changes. Buyers push back. Procurement steps in. Deals get delayed, discounted, or derailed. What happened?

You were negotiating all along... you just didn't realize it.

Negotiation doesn't start when someone says "price"—it starts from the first discovery call.

And if you're not proactively shaping how buyers define their problems and value your solution, you're already on the back foot.

The most successful sellers don't just defend price—they **negotiate from the start** to control the deal, capture value, and close stronger.

**"Trim 15 percent,  
toss in services,  
push payment to  
net-90."**

Procurement's  
opening move  
isn't the start of  
negotiation. It's  
the result of how  
you've set up the  
deal from the start.

## What's Going Wrong

- Sellers wait too long to "start" negotiating—until price objections surface.
- Buyers control the conversation and shape terms in their favor.
- Sellers make reactive, unplanned concessions that erode margins.
- Procurement derails deals with delays, discounts, and pressure.
- Sellers fail to influence value perception early enough in the process.

## What If You Could...

- Treat discovery as the first—and most important—step in your negotiation strategy.
- Disrupt price assumptions by anchoring early conversations around business impact, not just solution features.
- Make more ambitious first offers with confidence, and plan your concessions strategically.
- Plan the sequence of value exchanges that will lead to signature.
- Use tension productively to drive urgency and secure commitment.

## What It Is

Why Pay and Why Sign Skills Training follow our proven approaches for learning and applying new competencies.

### Flexible Learning Options:

In our instructor-led training, participants learn new concepts from a Corporate Visions facilitator, and work in groups to develop and practice their own negotiation skills.

In our online training, participants self-schedule and complete online modules which cover the complete course syllabus with a wealth of instructional video from Corporate Visions facilitators, and extensive scenario-based practice activities.

In both modalities, participants practice live negotiation conversations with an AI “buyer”.

### Ongoing Reinforcement:

Full access to the online training, plus additional “Mini-Booster” microlearning modules.

A library of “Expert Insights” videos, with Corporate Visions facilitators teaching all of the course concepts.

A comprehensive Toolkit, containing job aids to put the Capture Value skills into practice, plus quick concept summaries.

## What You Gain

When you embed negotiation into the entire sales cycle, you don’t just win deals—you **win better deals**. With Capture Value, your team will:

- **Maximize Deal Value** – Anchor on impact, not price, to drive higher ASPs.
- **Control the Conversation** – Shape buyer perceptions and navigate procurement pressure with confidence.
- **Accelerate Closures** – Remove late-stage surprises by mapping out negotiation steps from the start.
- **Build Long-Term Trust** – Position your team as professional, strategic partners—not just vendors.

**Capture Value** helps sellers stop reacting and start leading—so you win not just more deals, but better ones.