

## **Capture Value Skills**

**Detailed Learning Outcomes** 

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Pay Introduction	Setting  Negotiating	Drive deals to signature on the strongest possible terms while setting the stage for a successful long-term partnership.	<ul> <li>Selling vs. Negotiating</li> <li>Negotiation is an outcome-based conversation.</li> </ul>	10 minutes
Discover the Buyer's Position	What is stopping them from activeing them from activeing their business goar?  How is it impacting their business?  What does a successful solution need to deliver?	Position yourself advantageously by understanding your buyer's <b>problem</b> , <b>alternatives</b> , and <b>decision process</b> .	<ul> <li>Fence Negotiation</li> <li>Problem Definition</li> <li>Buyer Alternatives</li> <li>Decision Process</li> </ul>	15 minutes
Expand the Perception of Value	DO Action  PROBLEM IS Differentiated Capabilities	Move the conversation <b>beyond price</b> by showing buyers why your offering is worth more than they initially think.	<ul> <li>Range of Reason</li> <li>Differentiated Capabilities</li> <li>Expand the Perception of Value with Do and Means</li> </ul>	15 minutes



Define Your First Offer	High First Offer  Accepted Price  Hissed Opportunity  Accepted Price  First Offer  Corporate Visions	Plan an ambitious price target that anchors the negotiation in your favor.	<ul><li>Anchoring</li><li>First Offers</li><li>First Offer Guidelines</li><li>Target</li><li>Walk-away</li></ul>	20 minutes
Plan Your Concessions	Wrocking Lollipop Avstanche Sco Cream Martini	Plan how you'll move from your <b>first offer to agreement</b> with minimal margin erosion.	<ul><li>Concession Patterns</li><li>Concession Guidelines</li></ul>	15 minutes
Why Sign Introduction	Hello Nederson Oans Prot Added Rapp Greek Person Target  Business Buyer  Procurement  Accepted Terms	Identify the key "gives" and "gets" to drive the conversation, so you can negotiate on your terms.	Leaking Value	10 minutes



Identify Your Negotiables	Primary=Price Trial Primary=Price Trial Primary=Price Trial Primary=Price Trial Primary=Price Primary=Price Trial Primary=Price Trial Primary=Price Primary=Pr	Identify every "give" that protects your margin while addressing the buyer's real concerns—because <b>price</b> is rarely the only negotiable.	<ul> <li>Primary Negotiables</li> <li>Alternate Negotiables</li> <li>Elegant Negotiables</li> <li>Plan Your "Gives"</li> </ul>	15 minutes
Map the Path to Agreement	Discovery  - Defin to publish  - Across to VY  - Across to VY  - Across to VY  - Contact Proces  - Contact reference  - Contact referen	Negotiation happens in stages with multiple stakeholders. <b>Proactively chart</b> every "mini-deal" you need so you <b>don't leak value</b> piecemeal.	<ul> <li>Identify and Your "Gets"</li> <li>Maps your "Gets" to Your "Gives"</li> <li>Engage Stakeholders at All Levels</li> <li>Create a Mutual Success Plan</li> </ul>	15 minutes
Leverage Tension	Buyer's Goals Your Goals	Negotiation naturally induces tension—embrace it.	Tension Model	10 minutes



**Manage Tension with Negotiating Behaviors** 



Leverage tension to drive agreement by using competitive and collaborative behaviors. 20 minutes

- Competitive Behaviors
- Collaborative Behaviors
- Putting the Behaviors Together

