
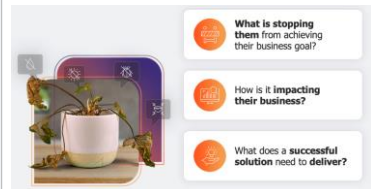
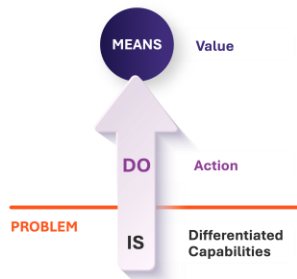




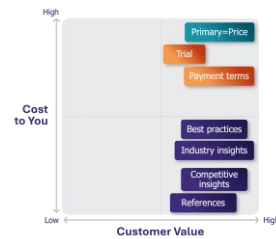
Capture Value Skills

Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Pay Introduction		Drive deals to signature on the strongest possible terms while setting the stage for a successful long-term partnership .	<ul style="list-style-type: none"> Selling vs. Negotiating Negotiation is an outcome-based conversation. 	10 minutes
Discover the Buyer's Position		Position yourself advantageously by understanding your buyer's problem, alternatives, and decision process .	<ul style="list-style-type: none"> Fence Negotiation Problem Definition Buyer Alternatives Decision Process 	15 minutes
Expand the Perception of Value		Move the conversation beyond price by showing buyers why your offering is worth more than they initially think.	<ul style="list-style-type: none"> Range of Reason Differentiated Capabilities Expand the Perception of Value with Do and Means 	15 minutes

<p>Define Your First Offer</p>		<p>Plan an ambitious price target that anchors the negotiation in your favor.</p>	<ul style="list-style-type: none"> • Anchoring • First Offers • First Offer Guidelines • Target • Walk-away 	<p>20 minutes</p>
<p>Plan Your Concessions</p>		<p>Plan how you'll move from your first offer to agreement with minimal margin erosion.</p>	<ul style="list-style-type: none"> • Concession Patterns • Concession Guidelines 	<p>15 minutes</p>
<p>Why Sign Introduction</p>		<p>Identify the key "gives" and "gets" to drive the conversation, so you can negotiate on your terms.</p>	<ul style="list-style-type: none"> • Leaking Value 	<p>10 minutes</p>

Identify Your Negotiables



Identify every "give" that protects your margin while addressing the buyer's real concerns—because **price is rarely the only negotiable**.

- Primary Negotiables
- Alternate Negotiables
- Elegant Negotiables
- Plan Your "Gives"

15 minutes

Map the Path to Agreement

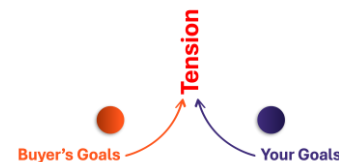


Negotiation happens in stages with multiple stakeholders. **Proactively chart** every "mini-deal" you need so you **don't leak value** piecemeal.

- Identify and Your "Gets"
- Maps your "Gets" to Your "Gives"
- Engage Stakeholders at All Levels
- Create a Mutual Success Plan

15 minutes

Leverage Tension



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**.

- Competitive Behaviors
- Collaborative Behaviors
- Putting the Behaviors Together

20 minutes