



Why Pay

1-Day Instructor-led Workshop



Capture Value Skills

AM

9:00 – 9:30

Launch

- Define negotiation
- **Group Activity:** What do you typically negotiate
- Course overview

9:30 – 10:15

Fence Negotiation

10:15 – 11:15

Discover Your Buyer's Position

- “Gets” of negotiation discovery
- **Group Activity:** Create discovery questions for each area

11:15 – 11:30

Break

11:30 – 12:30

Expand the Perception of Value

- **Group Activity:** Why should I pay?
- Range of Reason
- **Group Activity:** Differentiated capabilities
- How your capabilities address the problem
- **Group Activity:** Describe what the buyer will be able to do differently and what that means

PM

12:30 – 1:15

Lunch

1:15 – 2:30

Define Your First Offer

- Anchoring (Includes an activity)
- Making First Offers
- Justifying Your First Offer
- **Group Activity:** Create a first offer and justification

2:30 – 3:15

Concession Simulation

3:15 – 3:30

Break

3:30 – 4:30

Plan Your Concessions

- **Group Activity:** Concessions
- Concession Patterns
- Concession Guidelines

4:30 – 5:00

Reflection Activity Wrap up



Why Sign

1-Day Instructor-led Workshop



Capture Value Skills

AM

9:00 – 9:30

Launch

- **Group Activity:** Day 1 review

9:30 – 10:30

Identify Your Negotiables

- Leaking Value
- Value Exchanges
- Negotiables
- **Group Activity:** Identify Negotiables

10:30 – 10:45

Break

10:45 – 12:15

Map the Path to Agreement

- Identify your “gets”
- **Group Activity:** Identifying your “gets”
- Sequence your “gets”
- **Group Activity:** Sequence your “gets”
- Engaging Stakeholders and anticipating resistance
- **Group Activity:** Identifying Stakeholders and positioning your “gives” to overcome resistance
- **Group Activity:** Practice asking for your “get” and positioning your “give” to secure your ask

PM

12:15 – 1:00

Lunch

1:00 – 2:15

Drive Agreement by Leveraging Tension

- Tension Model
- Negotiating Behaviors Model
- Competitive Behaviors – Make Demands & Trades
- **Group Activity:** Competitive negotiation
- **Pair Activity:** Competitive negotiation

2:15 – 2:30

Break

2:30 – 3:15

- **Pair Activity:** Vacation Exercise
- Collaborative Behaviors - Active Listening, Explore Options
- **Group Activity:** Collaborative negotiation

3:15 – 3:30

Break

3:30 – 4:15

- Using all 4 behaviors
- **Pair Activity:** Using all 4 behaviors

4:15 – 5:00

Closing Reflection & Wrap up