
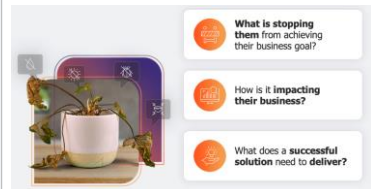
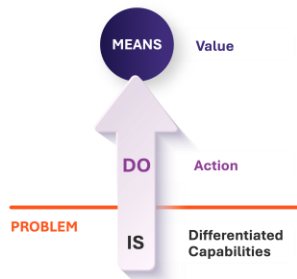
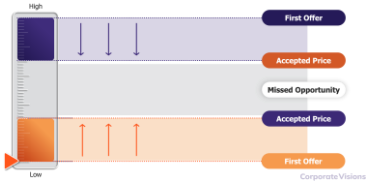





# Why Pay

Detailed Learning Outcomes

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

<p><b>Define Your First Offer</b></p>		<p><b>Plan an ambitious price target that anchors the negotiation in your favor.</b></p>	<ul style="list-style-type: none"> <li>• Anchoring</li> <li>• First Offers</li> <li>• First Offer Guidelines</li> <li>• Target</li> <li>• Walk-away</li> </ul>	<p>20 minutes</p>
<p><b>Plan Your Concessions</b></p>		<p><b>Plan how you'll move from your first offer to agreement with minimal margin erosion.</b></p>	<ul style="list-style-type: none"> <li>• Concession Patterns</li> <li>• Concession Guidelines</li> </ul>	<p>15 minutes</p>