

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



Define Your First Offer	High			Missed Acce	at Offer Opportunity pited Price Copportunity at Offer Corporate Visiens	Plan an ambitious price target that anchors the negotiation in your favor.	•	Anchoring First Offers First Offer Guidelines Target Walk-away	20 minutes
Plan Your Concessions	Wrecking Bell	Lollipop	Avalanche	Ice Cream Cone	Martini	Plan how you'll move from your first offer to agreement with minimal margin erosion.	•	Concession Patterns Concession Guidelines	15 minutes

