



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