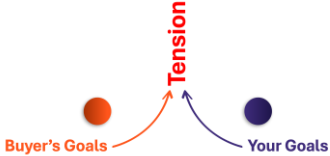
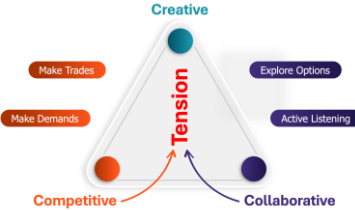




Why Sign

Detailed Learning Outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Sign Introduction		<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 	10 minutes
Identify Your Negotiables		<p>Identify every "give" that protects your margin while addressing the buyer's real concerns—because price is rarely the only negotiable.</p>	<ul style="list-style-type: none"> Primary Negotiables Alternate Negotiables Elegant Negotiables Plan Your "Gives" 	15 minutes
Map the Path to Agreement		<p>Negotiation happens in stages with multiple stakeholders. Proactively chart every "mini-deal" you need so you don't leak value piecemeal.</p>	<ul style="list-style-type: none"> Identify and Your "Gets" Maps your "Gets" to Your "Gives" Engage Stakeholders at All Levels Create a Mutual Success Plan 	15 minutes

<p>Leverage Tension</p>		<p>Negotiation naturally induces tension—embrace it.</p>	<ul style="list-style-type: none"> • Tension Model 	<p>10 minutes</p>
<p>Manage Tension with Negotiating Behaviors</p>		<p>Leverage tension to drive agreement by using competitive and collaborative behaviors.</p>	<ul style="list-style-type: none"> • Competitive Behaviors • Collaborative Behaviors • Putting the Behaviors Together 	<p>20 minutes</p>