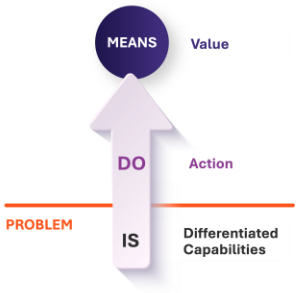
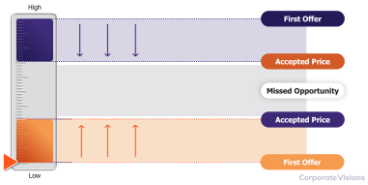
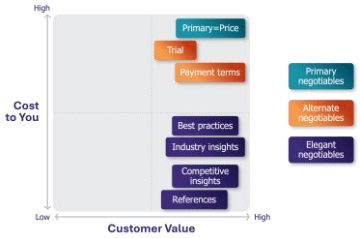
Negotiate Creatively

Detailed Learning Outcomes

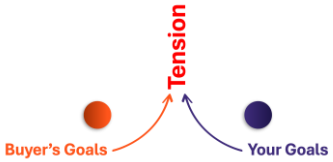
Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Negotiate Creatively		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.	20 minutes
Discover the Buyer's Position		Shape the negotiation by gathering essential insights during early discovery conversations.	• Fence Negotiation • Problem Definition • Buyer Alternatives • Decision Process	30 minutes
Expand the Perception of Value		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	25 minutes

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Define Your First Offer		Plan an ambitious price target that anchors the negotiation in your favor.	• Anchoring • First Offers • First Offer Guidelines • Target • Walk-away	30 minutes
Plan Your Concessions		Plan how you'll move from your first offer to agreement with minimal margin erosion.	• Concession Patterns • Concession Guidelines	30 minutes
Identify Your Negotiables		Price is rarely the only negotiable. Identify every "give" that protects margin while satisfying the buyer's real concerns.	• Primary Negotiables • Alternate Negotiables • Elegant Negotiables • Plan Your "Gives"	25 minutes

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Map the Path to Agreement		Negotiation happens in stages, with multiple stakeholders. Proactively chart every "mini-deal" you need so you don't leak value.	• Identify and Your "Gets" • Maps your "Gets" to Your "Gives" • Engage Stakeholders at All Levels • Create a Mutual Success Plan	20 minutes
Leverage Tension to Drive Agreement		Negotiation naturally induces tension. Embrace it and balance both competitive and collaborative behaviors to reach a stronger outcome.	• Tension Model	40 minutes

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