Introduction

Duration	Topic
5 mins	• Kick-off and Intro
6 mins	• Key Topic: Selling & Negotiating
15 mins	• Practice Activity: What Do You Typically Negotiate Over?
10 mins	• Competency Overview
36 mins	

Skill: Discover Your Buyer's Position

Duration	Topic
40 mins	• Role Play: Discovery as Negotiation
5 mins	• Key Topic: Mini Negotiations
10 mins	• Key Topic: Define the Problem
5 mins	• Key Topic: Buyer Alternatives
5 mins	• Key Topic: Decision Process
5 mins	• Practice Activity: Discussion
20 mins	• Practice Activity: Discover the Buyer's Position
5 mins	• Review, Reflection and Closing
1 hr 35 mins	

Skill: Expand the Perception of Value

Duration	Topic
8 mins	• Kick-off and Intro
5 mins	• Key Topic: No New Problems
5 mins	• Key Topic: The Range of Reason
5 mins	• Key Topic: Differentiated Capabilities
15 mins	• Practice Activity: Differentiated Capabilities
5 mins	• Key Topic: Expand the Perception of Value
20 mins	• Practice Activity: Describe your Do and Means
5 mins	• Review, Reflection and Closing
1 hr 5 mins	

Skill: Define Your First Offer

Duration	Topic
13 mins	• Kick-off and Intro
5 mins	• Key Topic: Anchoring
10 mins	• Key Topic: First Offers
15 mins	• Practice Activity: Making the First Offer
5 mins	• Key Topic: How Can I Ensure I'm Setting the Anchor in a Negotiation?
5 mins	• Key Topic: Justify your First Offer
5 mins	• Key Topic: Set Your Boundaries
15 mins	• Practice Activity: Create Your First Offer & Justification
1 hr 13 mins	

Skill: Plan Your Concessions

Duration	Topic
5 mins	• Kick-off and Intro
55 mins	• Practice Activity: Concession Activity
25 mins	• Key Topic: Concession Patterns
5 mins	• Key Topic: Concession Guidelines
5 mins	• Practice Activity: Discussion
8 mins	• Review, Reflection and Closing
1 hr 43 mins	

Skill: Identify Your Negotiables

Duration	Topic
8 mins	• Kick-off and Intro
10 mins	• Key Topic: Leaking Value
6 mins	• Key Topic: Value Exchanges
10 mins	• Key Topic: Negotiables
8 mins	• Key Topic: Negotiables - Gives
25 mins	• Practice Activity: Negotiables
3 mins	• Review, Reflection and Closing
1 hr 10 mins	

Skill: Map the Path to Agreement

Duration	Topic
9 mins	• Kick-off and Intro
10 mins	• Key Topic: Identifying Your "Gets"
10 mins	• Practice Activity: "Gets"
5 mins	• Key Topic: Sequence Your "Gets"
25 mins	• Practice Activity: Path to Agreement
6 mins	• Key Topic: Engaging Stakeholders
20 mins	• Practice Activity: Engaging Stakeholders
5 mins	• Key Topic: Mutual Success Plan
5 mins	• Review, Reflection and Closing
1 hr 35 mins	

Skill: Leverage Tension to Drive Agreement

Duration	Topic
7 mins	• Kick-off and Intro
7 mins	• Key Topic: Tension Model
5 mins	• Key Topic: Behaviors Intro
5 mins	• Practice Activity: Discussion
10 mins	• Key Topic: Make Demands & Make Trades
15 mins	• Practice Activity: Competitive Behaviors Set up
5 mins	• Key Topic: Make Demands Criteria
10 mins	• Practice Activity: Competitive Behaviors Teamwork
15 mins	• Practice Activity: Competitive Skill Practice - Fishbowl with coaching

Duration	Topic
5 mins	• Key Topic: Tips for Making Demands
5 mins	• Key Topic: Make Trades
30 mins	• Practice Activity: Competitive Skill Practice
5 mins	• Key Topic: Collaborative / Relationship Behavior
35 mins	• Practice Activity: Relationship
15 mins	• Key Topic: Active listening & Explore Options
25 mins	• Practice Activity: Collaborative Behavior
5 mins	• Key Topic: Putting all behaviors together
30 mins	• Practice Activity: All 4 Behaviors
3 mins	• Review, Reflection and Closing

4 hrs