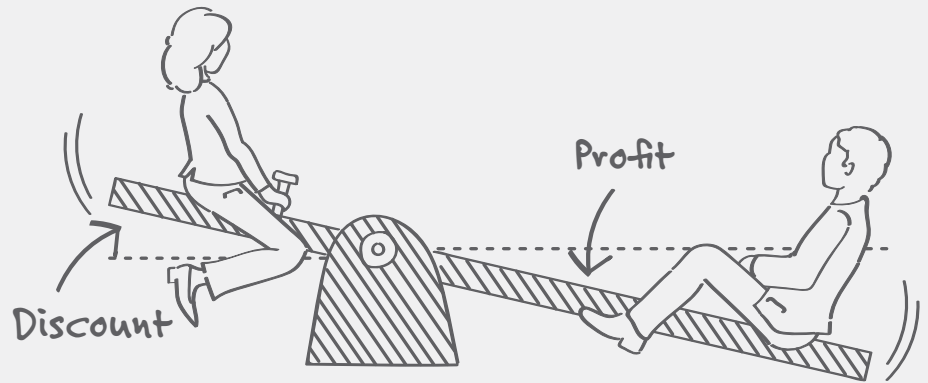


# CAPTURE VALUE IN YOUR CUSTOMER CONVERSATIONS

Every **1%** increase in discounting your team gives results in an **8.7%** decrease in operating margins.



## Business Challenge

Most organizations have circled the wagons when it comes to buying complex products and services. They're smarter than ever before, so they're knowledgeable about their requirements, and their options, and the price they think they should pay.

Getting beyond procurement requires getting out of the commodity price-driven conversions and using decision-making science to get to the heart of how and why your prospects make their buying decisions. Your salespeople need to stay focused on business value, instead of having to defend their price in procurement departments.



## How This Affects You

- Reps struggle to show why you are a better alternative to the status quo or competitors
- Sellers can't navigate the the multi-buyer, consensus buying environment, causing you to give away too much value to keep deals moving
- Difficulty justifying your pricing because your prospect insists that you are a commodity



## What if You Could...

- Create value that your prospects don't expect and differentiates you from their alternatives?
- Get more favorable decisions by building consensus among multi-party buying teams?
- Claim all the value you create and enjoy the premium price that comes with it?

## If...

You struggle to create and capture more value in the changing B2B sales environment

You need a plan for aligning all players in a complex consensus-driven buying process

You need skills to negotiate and claim a premium price more effectively

## Then...

**Capture Value** in your customer conversations by protecting margins and answering the "Why Pay?" question, and closing complex deals by answering the "Why Sign?" question.

WHY PAY		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Negotiate From a Low Power Position	9 minutes
	Manage Information	18 minutes
	Create Price Uncertainty	12 minutes
	Use Insights to Ask Questions that Persuade	10 minutes
Part 2:	Why Pay Meetup	30 minutes
	Make First Offers to Anchor Value	12 minutes
	Use Concession Strategy to Control Customer Emotions	14 minutes
Video Challenge	Buyer Alternatives Simulation	10 minutes
	Why Pay Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes

WHY SIGN		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Manage Negotiation Tension	14 minutes
	Employ Negotiating Behaviors	4 minutes
	Why Sign Meetup	30 minutes
Part 2:	Reach Agreement in Multi-party Decisions	12 minutes
	Set High Targets to Drive Move Value	14 minutes
	Use Elegant Negotiables	18 minutes
Video Challenge	Why Sign Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes