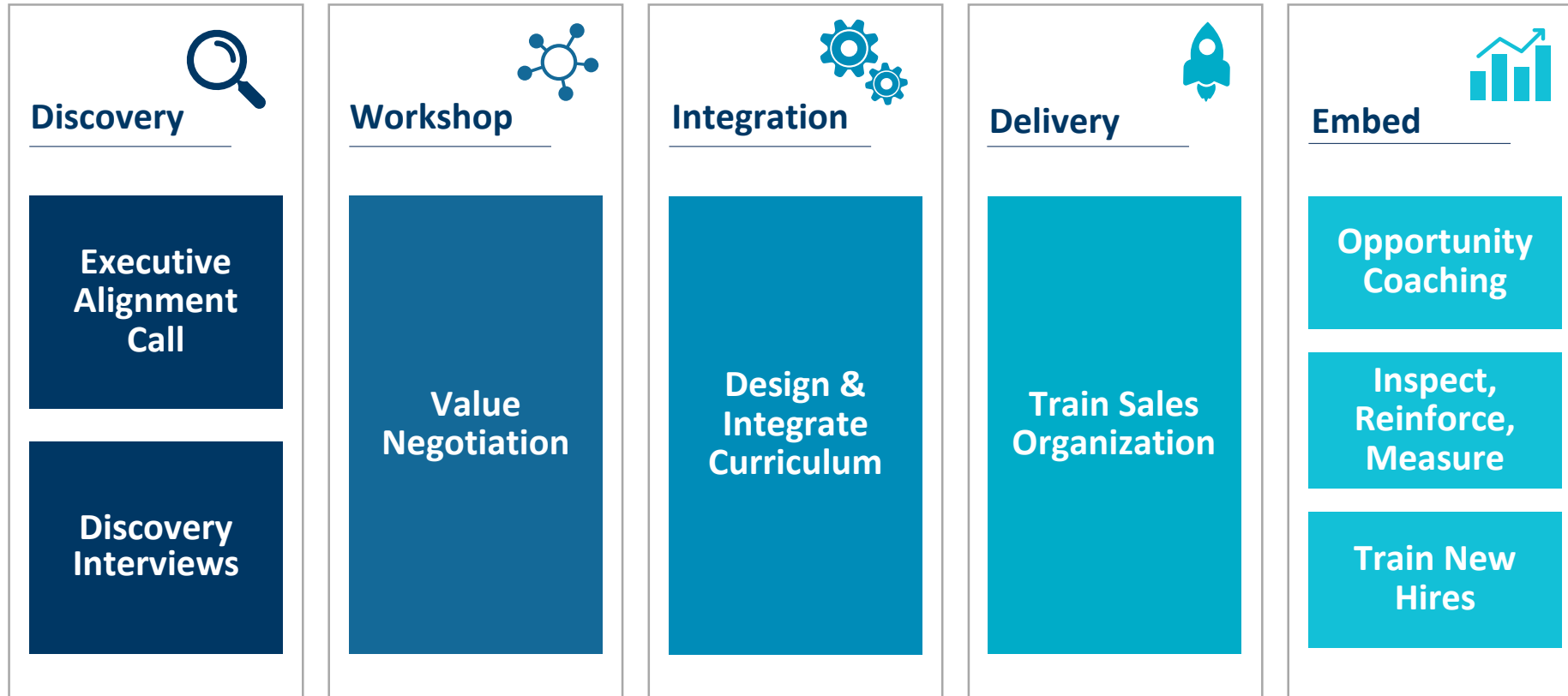


# Engagement Approach



# Value Negotiation

## SCOPE

- Discovery
  - Conduct 2-Hour Kickoff Meeting
  - Review Existing Negotiation Methodologies, Systems and Tools
  - Conduct Internal Interviews
  - Summarize Interviews
- Build Curriculum
  - Conduct 2-Day Workshop
  - Cleanse Negotiation Deliverables
  - Customize Baseline Value Negotiation Curriculum
- Deliver Training
  - Deliver 1½-Day FM ILT Sessions
  - Administer Course Evaluation
- Sustain
  - Administer and Summarize Adoption Survey
  - Develop and Debrief Remediation Plan
  - Conduct Negotiation Coaching Sessions

## DELIVERABLES

- Discovery Stage Report-Out
- Negotiation Planner
- Multiple Options Template
- Most Likely Alternatives List
- Negotiation Tactics List
- Common Negotiation Scenarios
- Gives/Gets List
- Adoption Survey
- Negotiation Coaching Sessions

# Value Negotiation

## DAY 1

Introduction

Most Likely  
Alternatives & Impacts

Great Outcomes

Anchors & Gives/Gets

Negotiation Planner  
Homework

## DAY 2

Role Plays

Multiple Options

Professional Buyers

Common Scenarios

Wrap Up & CTAs

# Value Negotiation

## Deliverables

### Alignment & Discovery

- Project Logistics
- Executive Alignment Call
- Discovery Interviews
- Adoption Approach

### VN Workshop

- Negotiation Planner
- Multiple Options
- Most Likely Alternatives
- Gives/Gets List
- Common Negotiation Scenarios
- Challenging Negotiation Tactics
- Curriculum Design

### Delivery & Embed

- Pre-Work Opportunity & Whitepaper
- Sales Org Training
- Adoption Activities

#### 6-8 People x 2 Hours:

- Sales Reps
- Sales Management
- Legal/Financial Resources
- Extended Deal Team
- 2 FM Resources

#### 10-12 x 2 Days

- Sales Reps
- Sales Management
- Legal/Financial Resources
- Extended Deal Team
- 3-4 FM Resources

#### # People x 2 Days:

- Sales Reps
- Sales Management
- Legal/Financial Resources
- Extended Deal Team
- 2 FM Resources Per Session

## Resource Commitments

## Program Commitments

Program Manager (25%)