



# PRICING KIT

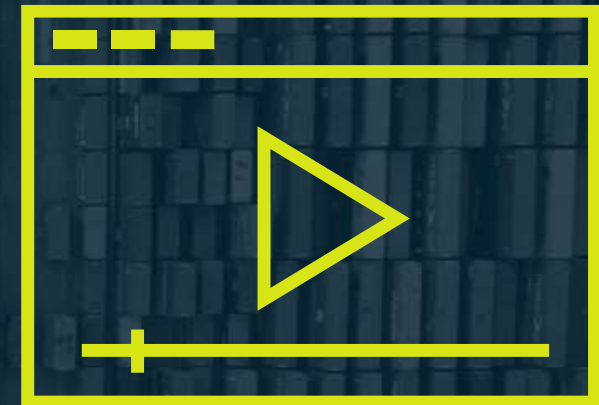


# PROGRAM OVERVIEW

## WHY A PRICING KIT?

In these times - with increasing challenges from supply bottleneck, supply chain disruption, exorbitant increases in energy, logistics, production and procurement costs - what should salespeople do to be successful when selling the price?

1. Be well prepared
2. Be aware of the different scenarios that they might face
3. Increase their confidence when managing different customers
4. Master effective argumentation and convey the value
5. Manage customer's objections and get acceptance



Watch this video  
to find out more

# PRICING KIT

The best combination of learning formats



## HYBRID LEARNING

To address needs and learning styles of each learner, different formats such as face-to-face, virtual and digital, are applied in the most effective way to develop an ongoing learning experience



## RELEVANT SCENARIOS

Learners practice with roleplays based on case studies, fictitious but relevant to their specific business situation



## REAL BUSINESS CASES

Learners use their own real cases to apply what they've learned in their daily business life



## PRICE BOOST SESSIONS

Impactful training in which learners practice on how to boost price effectively



## PRICE INCREASE PITCH

Participants practice on how to structure a powerful pitch that will convince customers on the price increase



## ONGOING ASSESSMENT

Learner's progress is constantly monitored, both in terms of improved skills and business results



## COMPETITORS ANALYSIS

Participants discover how to analyse their position against their competitors, to find the right argument and boost confidence when selling the price

# ELEMENTS OF THE PRICING KIT

## Value Based Selling

Nowadays, a traditional product focused sales approach without highlighting the value of your offer, is not enough. To argue the price increase, salespeople have to bring in the value of their own company and convey the message in an impactful way

## Negotiation Skills

When dealing with customers, salespeople incur in a negotiation moment. Sometimes, they might fail to obtain a bargain just because they don't know how to manage concessions, variables, customer's tricks and tactics

## Personal behavior, Personality types, Empathy projection test

Discover what's your personality type and behavior, to learn how to be more assertive and win your customer

## Simulation tools

Play with different scenarios to impact on customers and own profit



# ELEMENTS OF THE PRICING KIT

## Sales Talk Guide

A practical guide to prepare for sales conversations, negotiation and communication of higher prices

## Checklists & Essentials

To have relevant key points and action tips always with you

## Six battlefields - Competitor analysis

Is your customer telling you that you're more expensive than others? Analyse your position against your competitors, to find the right argument and boost your confidence when selling the price

## Opportunity plan

A tool that helps participants reflect on opportunities by analyzing the different stages of the opportunity management, understanding the information available and defining the strategies and tactics that can be applied, with the aim of maximizing the chances to win



## THE RIGHT KIT BASED ON YOUR NEED

# «*THERE'S NO ROOM FOR NEGOTIATION*»

When you need to communicate the price increase without the option to re-negotiate

### 1 Digital content

- Managing challenging communications
- DESC model
- Selling the price
- Using storytelling to engage your audience
- Assertive selling
- Handling objections
- Dealing with difficult situations
- Handling your own emotions
- Digital tests (Personal behavior, 4P, Empathy projection)
- Six Battlefields – Competitor analysis

### 2 Tools & documents

- Sales talk guide
- Checklists & Essentials
- Scenarios, Case studies & Role Plays

### 3 Live sessions

- Price boost sessions
- Price increase pitch (APPEAL)
- Six battlefields – Competitor analysis

## THE RIGHT KIT BASED ON YOUR NEED

# «*THE CURRENT AGREEMENT IS UP FOR DISCUSSION*»

When you need to re-negotiate terms and conditions with an existing customer

### 1 Digital content

- Negotiation Skills
- Selling the price
- Prepare an Impactful Positioning Statement
- How to make your value tangible
- Managing challenging communications
- Understanding personality types
- Using storytelling to engage your audience
- Handling objections
- Dealing with difficult situations
- Digital tests (Personal behavior, 4P, Empathy projection)

### 2 Tools & documents

- Checklists & Essentials
- Scenarios, Case studies & Role Plays

### 3 Live sessions

- Negotiation Skills
- Price increase pitch (APPEAL)

## THE RIGHT KIT BASED ON YOUR NEED

# «*SELL THE VALUE, NOT THE PRICE*»

When facing a new opportunity and want to prevent a discussion on the price, while selling the value

### 1 Digital content

- Value Based Selling
- Negotiation Skills
- Selling the price
- Managing challenging communications
- DESC model
- Using storytelling to engage your audience
- Active listening
- Understanding personality types
- Dealing with difficult situations
- Handling your own emotions
- Six battlefields – Competitor analysis
- Digital tests (Personal behavior, 4P, Empathy projection)

### 2 Tools & documents

- Sales talk guide
- Opportunity plan
- Checklists & Essentials
- Scenarios, Case studies & Role Plays

### 3 Live sessions

- Value Based Selling
- Negotiation Skills
- Price boost sessions
- Price increase pitch (APPEAL)
- Six battlefields – Competitor analysis



# MIX & MATCH



## That's not all!

You can create your own pricing kit, mixing and matching all the elements presented.

You can include any of the live sessions, digital content, tools, and documents you need.

Get in touch and let's build together your Pricing Kit!

A man in a dark suit stands with his back to the camera, looking into a vast, dimly lit maze of tall, rectangular concrete blocks. A large, thick green outline of a person's head and shoulders is superimposed over the scene, framing the central text.

THE PRICING KIT.  
SELL THE PRICE WITH CONFIDENCE.