

PROTECT YOUR OWN PROFITS

Strategies and tactics to protect your prices

Objectives

- Sell while paying attention to your profit's protection
- From the organization of your business prospection activity to sales closing.
- Emphasis on promotion of the offer and negotiation (50%)

Concerned people

- Sales persons

Knowledge required

Sales abilities

Duration

2 days. Possible to be individually coached.

Pedagogy & Practice

- ☞ Very pragmatic tools and playful pedagogy
- ☞ Lecture-Experience sharing between participants
- ☞ Case study (from the participants or suggested)
- ☞ Simulated or filmed and then analysed role-plays
- ☞ Review cards delivery

Knowledge acquired

- ☞ **Better integration of the profit negotiation's economical impact**
 - ☞ Balance salesman/purchaser relationships
 - ☞ Understand how the purchaser works, his expectations and objectives.
- ☞ **Sale and price strategy**
 - ☞ How to select prospects with high possible profit ?
 - ☞ Indispensable steps to promote your price
 - ☞ Discovery, sales pitch, control objections, negotiation, conclusion

- Pricing techniques

Tools: Pareto method – EBCD Matrix – Account plan – Discovery form.
- ☞ **The sales pitch**

How to structure the pitch to promote your offer?
How to ideally introduce price: Sandwich technique

 - ☞ How to justify and promote the price : quality, lead-time...
 - ☞ Transform price in « advantages » and « benefits »
 - ☞ Sell « return on investment », not “a price”

2 tools: Competitive Matrix - EBCD Matrix.
- ☞ **Deal with price objections**

OR techniques (Objection Reply)
How to elude purchasers' traps ? Depreciation – Threat
Emergency - Theatricals - Good and bad guy – Limited budget – Identical competition

Practice : Role plays.
- ☞ **Price negotiation**

How to prepare negotiation ?

Tool : preparation table – Manage skillfully the negotiation : 5 indispensable steps –

Practice : Role plays.
- ☞ **Winning the decision**

Discover what slows down the decisions – Detect the right moment to close – 6 techniques to facilitate commitment

Practice : Role plays.
- ☞ **Set up a personal action plan**

Self-analysis and participants' diagnosis: Strong/perfectible points
Improvement objectives.