

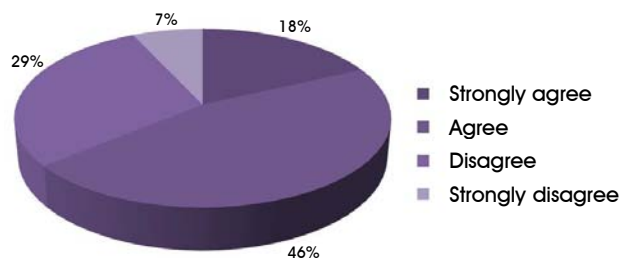
selling tactics that will offer value and satisfy the cost requirement



Why this workshop?

"We have been forced to reduce our prices and margin expectations"

As part of our 'Making Sense of the Downturn' market research, we asked whether product suppliers agreed with the above statement.



Two thirds of respondents have been forced to reduce their price and margin expectations.

One respondent said:

"We always start by selling added value but along the line things change, especially as we are towards the end of the build, and so we need to deal with the price issue"

Another comment was:

"Sales people are bashful about the price of their product but there is value in what they are offering and so they need to pre-condition the customers and then they will hold our prices"

This workshop will help delegates to sell on value and not on price.

The Benefits

- Meet the real needs of the specifier and the contractor
- Create a rapport amongst all decision makers
- Be seen as the product expert
- Move from selling to collaborating with customers
- Build and develop trust with all parties
- Deal with the 'it's too expensive' argument!

The Workshop Content

- Understanding the needs of specifiers and contractors
- Developing good questioning techniques
- Translating 'value' into 'price'
- Building trust with all parties
- Selling, consulting, and collaboration
- Engaging the customer in the product selection process
- Showing and sharing expertise
- Presenting 'value' that really meets needs
- Personal action plans

Venue

Market Harborough
Leicestershire

Price

£345 + VAT per delegate
£315 + VAT for 3+ delegates

Selling Value Not Price

15 March 2012