



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**

A man in a dark suit stands with his back to the camera, looking into a vast, dimly lit maze of tall, grey concrete pillars and blocks. A large, thick yellow graphic, resembling a stylized 'P' or a path, is overlaid on the scene. The text "THE PRICING KIT. SELL THE PRICE WITH CONFIDENCE." is centered in the image, with "PRICING KIT" and "WITH CONFIDENCE" in yellow and "THE" and "SELL THE PRICE" in white.

THE **PRICING KIT.**
SELL THE PRICE **WITH CONFIDENCE.**