



# Pricing kit

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Mercuri International

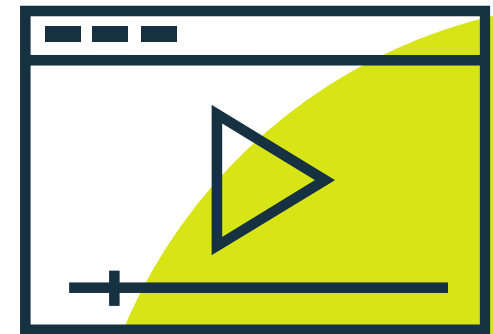
# Program overview

## 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



## Target

Salespeople who want to learn how to successfully sell the price increase



## Format

A combination of digital content, tools, documents and live sessions



## Usage

Either select one of the pricing kit options already provided or create your own pricing kit, mixing and matching all the elements presented.



## Objectives

Give all the elements needed to manage the communication of the price increase, ensuring a confident objection handling and final agreement on the price increase from the customer



## Duration

May vary, depending on the elements included in the preferred pricing kit

**Find out more in the next pages**

# Pricing kit

## **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**

You practice with roleplays based on case studies, fictitious but relevant to your specific business situation

## **Real business cases**

You use your own real cases to apply what you learned in your daily business life

## **Price boost sessions**

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

## **Price increase pitch**

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

## **Ongoing assessment**

Your progress is constantly monitored, both in terms of improved skills and business results

## **Competitors analysis**

You discover how to analyze your position against your competitors, 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, you have to bring in the value of your own company and convey the message in an impactful way

## **Negotiation skills**

When dealing with customers, you incur in a negotiation moment. Sometimes, you might fail to obtain a bargain just because you 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 you 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

# «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)



# «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

## **That's not all!**

You can create your 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!



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The **pricing kit**.  
**Sell** the price **with confidence**.