



Hold the line on prices

Sell more profitably

Build your confidence and competence

Never be at a loss when the buyer objects to your price

Gain greater control of the sales conversation to steer it away from price

Present your price increases confidently and effectively

Negotiate better deals for your company

Make better pricing and discounting decisions

Be better prepared to deal with a price objection than the buyer is to give it

Course Description: Crush Price Objections

Price objections were the catalyst for the Value-Added Selling revolution. Salespeople called for immediate relief for their number-one obstacle, price resistance. Crush Price Objections answers that call. This training is based on Tom Reilly's revolutionary work on price objections and the only book dedicated specifically to helping salespeople deal with price objections. This tactical, hands-on approach teaches salespeople how to persist when buyers resist.

There are two powerful dynamic forces in this training. First, salespeople learn how to gain a pre-emptive selling advantage to *avoid* price objections. Second, salespeople learn how to *respond* effectively to price resistance if it still becomes an issue.

Because of the depth and breadth of material, Crush Price Objections has broad appeal to new salespeople and veterans alike. Salespeople learn how to think about price resistance, fully understand what the buyer is saying, and craft a response specific to the price situation they are dealing with.

General Objectives

Crush Price Objections helps salespeople by building their knowledge and skills to protect their margins.

- Crush Price Objections prepares salespeople to sell in a price-sensitive environment. By providing background information on how buyers make decisions and the relative impact of price, salespeople feel more confident in their ability to discuss price with customers. Crush Price Objections also teaches salespeople how to prepare for price negotiations. Salespeople learn that they never want to enter a price discussion being out-prepared by the buyer.
- Crush Price Objections teaches salespeople how to achieve a pre-emptive selling advantage. This means taking early positive control of the sales conversation and guiding its focus to longer, broader issues other than price.



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- Crush Price Objections teaches salespeople how to respond effectively to price resistance and negotiate better deals for their companies.
- Crush Price Objections teaches salespeople how to develop a discount discipline, present price increases, and handle bid requests—all topics that affect profitability.

Specific Objectives

Crush Price Objections is outcome-based training; you see immediate results. This means that at the end of this seminar salespeople will be able to do the following:

- Discuss the realities of selling in a price-sensitive market, the factors that affect price sensitivity, and the consequences of competing only on price.
- Describe the different types of price shoppers and how buyers make relative value decisions.
- Differentiate between price and value.
- Plan for selling in a price-sensitive market.
- Gain a pre-emptive selling advantage through more effective questioning and presenting.
- Discuss how to develop a discount discipline.
- Respond effectively to the five types of money objections.
- Present price increases confidently.

Crush Price Objections One-day Seminar

Introduction and background

This opening module is designed to help salespeople understand the nature of price sensitivity and how this affects buying decisions.



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- The ten realities of price objections
- Positive and negative attitudes salespeople hold about price
- The latest research on price shoppers
- Twelve things buyers want from suppliers
- Why price objections are self-inflicted wounds
- The consequences of being a price seller

Strategies to avoid price resistance

This module teaches salespeople how to gain a pre-emptive selling advantage and change the conversation from price to value.

- How to prepare yourself for price negotiations and create collateral selling tools to help you sell at higher prices
- Ten categories of questions to shift the focus away from price and to gain a pre-emptive selling advantage
- Ten presentation tips to enlarge the conversation beyond price
- Nine rules for presenting price

Strategies for handling price resistance

This module is designed to help salespeople respond more effectively to price resistance.

- Four-step response model for dealing with price resistance
- Forty-five response strategies for price objections
- Twelve ways to negotiate higher prices

Strategies for handling special price topics

This module is designed to help salespeople deal with three of the toughest issues they face regarding price resistance.



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- How to develop a discount discipline and protect your profit
- How to raise prices and present these increases to customers
- What to do when the buyer wants to bid

Value Proposition

When salespeople apply the ideas from Crush Price Objections, they gain a pre-emptive selling advantage and respond effectively to price resistance.