

Closing Better Business

How to resist price pressure and close more business. Presented by Graham Roberts-Phelps

How to resist 'price pressure'



Main modules:

1. **Introduction: 10 keys to dealing with price pressure**
2. **Before you can close:** Developing needs, building rapport and USPs
3. **Preparing for the close:** Building options, identifying negotiation points and qualification*
4. **Gaining commitment:** Moving from closing to negotiation, setting the agenda
5. **Negotiating a win-win deal:** Key principles of negotiation, price issues, counter-balancing, sealing the deal
6. **Negotiation skills:** How to structure, read signals, make offers without conceding too much or too early.
7. **Action plans and prompt sheets:** Preparing and prioritising the learning to apply to real life.

Each course features:

1. Outstanding content with real substance
2. Unique and proven models
3. High quality training presentation
4. High degree of participation and interaction
5. Advanced sales skills



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This one-day training workshop presents practical and proven methods on how to improve the final qualification, progression and conversion of sales opportunities. This includes: price negotiation, overcoming objections, presenting and summarising your proposals, asking for the order, and overcoming obstacles to gaining agreement.

Key learning points

1. Structuring and preparing for closing: knowing when and how to move into the 'end-game' mode.
2. Using an 'option generator' to simplify complex proposals, increase business value and close business faster.
3. Three keys to writing more effective sales proposal documents and quotations, plus presenting your proposal to increase buying motivation.
4. How best to draw-out, understand, isolate and answer customer objections, queries and concerns; be able to anticipate and answer questions more confidently.
5. Build more credibility and proof into your business process to reduce 'buyer's remorse' and speed-up decision making using specific influence techniques.
6. Ten smart ways to position price, emphasise value and be a strong player without being the cheapest, and resist pressure to reduce your price.
7. Qualify pipeline opportunities with more accuracy using a proven check-list. Includes use of qualification questions, sales reporting and managing a sales 'closing' pipeline.
8. Becoming more assertive in closing deals - practical methods of asking for agreement and closing a sale, plus the importance of organised follow-up on the telephone.
9. Tools and techniques for closing larger or more complex sales.
10. Closing new customers – how this requires a different approach.

As well as general business examples, role-plays, planning exercises and main examples will be tailored to participants own business, customer type and situation.

To find out more: contact@grahamhelps.com 0845 050 6386 / 07515 851 691 www.grahamhelps.com

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Summary of key points

Sales negotiation principles

The Sales Negotiation Principles will improve your knowledge of the dynamics of sales negotiation and will be extremely useful in helping you to deal effectively with price pressure during customer negotiations.

The six fundamental Sales Negotiation Principles are:

1. **Position your Product/Service Advantageously**
2. **Set High Targets**
3. **Manage Information Skilfully**
4. **Know the Full Range and Strength of your Power**
5. **Satisfy Customer Needs over Wants**
6. **Concede According to Plan**

The Principles apply in all negotiations, whether with external customers or with your sales and service team. Effective application of the Principles will help you protect profit margins and build relationships.



Ten ways to deal with price pressure:

- **Position around value**
- **Compare value, not price**
- **Build negotiating space into your proposals**
- **Concede slowly and reluctantly**
- **Exchange price concessions for true commitment**
- **Avoid negotiating on price alone**
- **Get to the real business need**
- **Uncover the underlying personal needs which are met by price concession, and work to meet them.**
- **Uncover the whole rationale for the price/discount request**
- **Use “limited authority”**



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