

Rhema Sales Force Development Courses

Course Title: Achieving Price Increases

Duration: Two Days

Course Objectives:

As a result of this course you will be able to:

- Use a process to Achieve Price Increases
- Measure, document and communicate benefits delivered to customers
- Prepare for a price increase conversation
- Negotiate price increases
- Overcome objections to price increases

Course Content:

- Why customers accept/reject price increases
- The current business context impacting achieving price increases
- The process for achieving price increases
- The need for value capture and measurement
- Measuring, documenting and communicating benefits delivered to customers
- Preparing for a price increase conversation
- Negotiation process/skills for price increases
- Overcoming objections to price increases