



CASE STUDY

Implementing a pricing strategy

Enforcing price adjustments



AT A GLANCE

Initial situation customer side

In view of rising factor costs, refraining from price adjustments means de facto adding a price reduction. Regular price adjustments are essential for securing margins and profitability.

An internationally active industrial company (over 100,000 employees worldwide) was therefore faced with the challenge of convincing its sales staff to consistently implement and enforce price adjustments vis-à-vis customers.

On the other hand, the sales staff had to be strengthened in an effective and compact way in order to lead the demanding negotiations confidently and successfully.

Success factors

- Negotiation success as a coupling of inner determination (mind set) and negotiation technique (skills)
- Inclusion of other departments involved in the process (controlling, marketing)
- Clear business reference of the entire training setting
- Training based on concrete, current case studies from practice
- "Power Circle" method: very high proportion of exercises, high intensity and "punch rate", immediate feedback based on defined success factors and personal lesson learned
- Possibility to try out different discussion scenarios, identification and multiplication of best practices
- Aha-experiences even for long-time, very experienced salespeople
- Practical transfer through learning partnerships, implementation coaching by managers

Project Result

The participants left the training highly motivated, personally strengthened and full of confidence to start implementation. Fears that customers might leave or switch to the competition were not confirmed. On the contrary, customer loyalty and partnership were strengthened and cooperation with customers further intensified. The pricing strategy was implemented across the board. According to an internal evaluation of the customer, the ROI of the project is more than 800.000,- €. (ROI figure = 1200%).

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