



CASE STUDY

Webinar Price Negotiation for experienced sellers



AT A GLANCE

Initial situation customer side

Price adjustments are a recurring hurdle for salespeople in their annual discussions with customers. However, foregoing price adjustments effectively means accepting a price reduction. For organizational and scheduling reasons, it was difficult for the company to hold face-to-face training sessions for the entire sales unit at the end of the year. In addition, the sales staff concerned had received very intensive training on the subject of price negotiation only a year before. It was therefore necessary to find a new format for the topic that would nevertheless ensure a high training effect.

Success factors

- Intensive preparatory task for all participants - working on concrete case studies with reference to known techniques and procedures
- Short input on the effect of price adjustments on the overall result
- Tight moderation, activation of all participants
- Direct link to the contents of the face-to-face training approx. 1 year ago
- Consideration of the maturity level of the participants
- Short simulations of individual phases of the sales conversation online and on the phone (setting the frame, presenting the position, compelling arguments, handling objections, closing)
- Intensive feedback from all participants
- Direct application to own customer situations
- Personal action plan for implementation

Project Result

In very intensive sessions of 2.5 hours each, the existing knowledge and experience of the participants could be activated and applied to the upcoming price negotiations.

The greatest possible impact was achieved with a minimum of time. The experienced sales staff were "picked up" at the appropriate level according to their high degree of maturity and motivated for the upcoming requirements. Each participant left the webinar with a personal action plan with regard to their own customer situations.

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