



Capture Value™

skills for
high-velocity sellers

Negotiate the **best possible price**

your challenge

Your high-velocity, transactional sellers are under intense pressure to sell value, not price. Buyers are smarter than ever before, so they're knowledgeable about their requirements and their options—and the price they think they should pay.

Getting beyond the price requires getting out of the commodity price-driven conversions and using decision-making science to get to the heart of how and why your prospects make their buying decisions. Your salespeople need to stay focused on business value, instead of having to defend their price in procurement departments.

For every **1%**
increase in discounting
your team gives, your
operating margins
decrease by **8.7%**

what's going wrong?

- Reps struggle to show why you are a better alternative to the status quo or competitors.
- Sellers are offering excessive discounts out of desperation and frustration.
- Difficulty justifying your pricing because your prospect insists that you are a commodity.

what if you could...

- Reduce excessive discounting and unnecessary concessions by your sales team?
- Improve your team's ability to create value throughout your sales calls—and get paid for it?
- Arm your sales team with skills and tools to harness tension in negotiations and use it to create better agreements?

if...

You struggle to create and capture more value in the transactional sales environment...

Your high-velocity sellers get too quickly to pricing discussions...

You need skills to negotiate and claim a premium price more effectively...

then...

Articulate value in your customer conversations by protecting margins and answering the Why Pay question, and closing deals by answering the Why Sign question.

what it is

Capture Value Skills for High-Velocity Sellers follows our proven approaches for learning and applying new competencies.

flexible

learning options:

In our instructor-led training, participants will discover effective negotiation concepts using a case study, then apply those concepts to their actual accounts and opportunities. Also they will go through a series of negotiation behavior skill practice exercises to develop and refine their skills.

ongoing

reinforcement:

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

what you gain

- Improve the size and profitability of your customer relationships.
- Avoid costly discounts and "giveaways" that erode your margins.
- Manage the natural tension in negotiations, and use it to craft better, more profitable agreements.