

**CV-66 1 Days (7 Hours)**

Description

Who is this training for ?

For whom**Prerequisites**

Training objectives

Training program

Préparer le terrain en amont de l'augmentation

- Action: Identify all the information useful to legitimize the price increase and translate it into customer benefits.

Préparer et personnaliser sa stratégie d'argumentation

- Action: Build your negotiation matrix: objective, initial requirement, floor, arguments, possible concessions and compensation.

Annoncer la hausse de tarif avec conviction

- Action: Practice arguing your price increase and receive feedback from the trainer and your peers.

Finaliser l'engagement et préparer l'avenir

- Action: Resist the client's demands, negotiate the implementation conditions and conclude.