

Alignor's Difficult Price Increase Conversations Learning Journey

Enables sales professionals to confidently initiate and effectively handle difficult price increase conversations

Topics Covered:

Preparation for difficult price increase conversations

Effective communication to justify price increases, respond to complaints and handle objections

Follow-through to deliver new value fast, protect key relationships and mitigate risk

Outcome-based skills building through simulations and coaching

Relevant, concise, realistic simulations engage managers and sales professionals

Insights from data analytics measure business impact

Learning Journey Structure

Kickoff Meeting:

- ❑ *30-minute virtual meeting with team to cover learning journey expectations, details and expected outcomes*

Online Micro-Learning:

- ❑ *60 minutes of self-paced learning*
- ❑ *Short videos and games each take 5-10 minutes*
 - ❑ *Stop and start whenever you like*
 - ❑ *Individualized data-driven coaching*

Concluding Workshop:

- ❑ *60-minute virtual workshop includes discussion of key concepts, insights from aggregated team data and commitments for implementation*



Total Time: **2.5 hours**

Team Insights & Analytics



- ❑ *Behavioral tendencies with customers*
- ❑ *Confidence in key skills*
- ❑ *Strengths and opportunities for improvement*
- ❑ *Business impact*

Expected Outcomes

- Sales professionals confidently initiate and effectively handle difficult price increase conversations
- Customers have their questions and concerns addressed in ways that strengthen key relationships and minimize risk
- Price increases accepted by customers in a timely and effective manner

Guide your people to
behaviors that drive
BUSINESS IMPACT

Experience what SAMA,
Coursera and other
industry leaders are
buzzing about!

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My experience with Alignor demonstrates what is possible when good training, good coaching and great engagement from participants meet!

- ***Fortune 500 Sales Enablement Professional***

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Alignor's learning journey helped me understand the different tactics to close a deal with customers, especially when the customer is nibbling and giving you excuses about time pressure and trying to modify the agreement.

- ***Fortune 500 Sales Professional***

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I really like these types of courses because they are very dynamic and the interaction with the characters helps you imagine that you are actually having a conversation with your account.

- ***Fortune 500 Key Account Manager***

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globally – content
available in 9 major
languages