apd[ ]LIVE
Seminario Online
AVOID LOSING SALES BECAUSE OF PRICE
Raise prices and sell even more
16 y 17 de marzo de 2021
apd
#losingsales

Avoid losing sales because of price:

Raise prices and sell even more

THIS COURSE ADDRESSES

- Why is there a tendency to sell like in the time of our ancestors?
- Experienced salespeople do not know how to defend the price - either.
- When justifying the price, which is the biggest mistake and the easiest to fix?
- The most persuasive technique is the most ridiculous. Yet, it avoids losing sales.
- A weird way to gain more information - even with non-collaborative clients.
- The secret of raising prices and selling more.
- To avoid losing sales, to what extent is it important to speak to the mind and not to the person? How do you do that?
- To argue or to manipulate. What to use to raise prices and sell more.
- How to sell to a client who is satisfied with the competition.
- How to sell without selling: A new way of selling.

CONTENTS

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- The “If/Then” technique to overcome the topical “This is how I’ve always done it” and incorporate new concepts.
- Sentences that lead to losing sales and that even the most experienced salespeople use.
- Mistakes made when defending the value of the product/service to justify the price.
- How to avoid losing sales and clients by arguing contrarily to the traditional way.
- The real objections about the price that the client will never voice.
- How to justify the price without losing sales.
- Key changes to succeed at selling to price-resistant clients.
- Pre-suasion: Cutting-edge persuasion techniques that every salesperson should know about, especially if the product is more expensive than the competition’s.
- Everything that a client needs to hear to trust in the quality-price relationship.
- What is the most impactful communication and why is it not used to defend the price?

EXPERIENCE

REBECCA ROSSER

Graduated in Politics and Economic & Social History (with Honours) by The University of Edinburgh.

Earned the Edinburgh Enterprise Award in recognition for her activities as a social entrepreneur, and the Edinburgh Media Award for her leadership as Editor-in-Chief of the School of History, Classics & Archaeology's research journal.

Thanks to her experience at Oxford Royale Academy (UK), European Investment Fund (Luxembourg) and Social Finance (Amsterdam, Netherlands), Rebecca Rosser has learned how businesses can grow, sell more and secure more investment through effective communication in spite of high prices, bureaucracy, and old-fashioned mindsets.

Fluent in English, Spanish and French.

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INFORMACIÓN PRÁCTICA

16 y 17 de Marzo de 2021

Información práctica

- **Fecha:** 16 y 17 de marzo de 2021
- **Lugar:** Teams
  Horario: de 9:30h-12:30h.
- **Teléfono:** 868 992 246 – 674 257 481
- **Correo electrónico:**
- inscripcionesmurcia@apd.es

Inscripción

Socios Protectores de APD: 240€ + 21% IVA

- **Socios Globales de APD**: 300€ + 21% IVA
- **Socios Individuales de APD**: 300€ + IVA
- **No socios : SER SOCIO DE APD TIENE IMPORTANTES VENTAJAS consulte en el 868 992 246**

Forma de pago

El pago de las cuotas se hará efectivo antes de iniciarse la actividad por medio de los siguientes procedimientos:

- Tarjeta (Pasarela Web)
- Domiciliación
- Transferencia Banco Santander
  ES42 0049 1182 3721 1003 3641

  Nota: Rogamos adjunten justificante de pago.

Cancelaciones

Cancelaciones gratuitas válidas hasta **48 horas** antes de la celebración de la actividad.

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