

3 WEDNESDAY, 27 NOVEMBER

09:00 - 16:30

Breakfast/Registration
Workshops
 Morning Break
 Networking Luncheon
 Afternoon Break

LEVEL 400 COURSE | B2B AND B2C THEMED

NEGOTIATING WITH NEGOTIATORS: HOW TO HANDLE THE FIVE MOST COMMON SALES OBJECTIONS

Salespeople are constantly negotiating, be it with customers, suppliers or with you! Organizations rely on the salesforce’s negotiation skills and single-minded drive to achieve annual volume targets. As the pricing or revenue management leader, you are relied on for something very different – realizing more price each year (whether through price increase, mix shift or discount reduction) with an equivalent improvement in profit. Sometimes your role is just to defend your existing price level.

Unfortunately, the road to sales targets is paved with good intentions and low prices. And so, the power struggle begins. You can guess who wins most of the time, the passionate sales leader or the placid analytics team. As the Sales team pushes back on pricing strategies, have no doubt they will be using their negotiation tactics on you. This session is a crash course on how to build your arsenal against the five most common sales objections:

1. If we do not give the customer what they want, we will lose the business
2. The sales team knows the customer best, you need to trust our insight
3. We tried this before and it didn’t work
4. We are locked in with this customer and cannot implement your recommendations
5. The data is wrong

ATTENDEES WILL LEARN:

<p>How to communicate with the Sales Team move effectively to get strategies implemented</p>	<p>How to raise the curtain on underlying issues that drive sales objections</p>	<p>How to create simple game plans for each objection</p>
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PRESENTED BY:



Avy Punwasee, CPP
Founder and Principal, Revenue Management Labs

Avy Punwasee, CPP, is Founder and Principal of Revenue Management Labs, a boutique consultancy dedicated to realizing sustainable bottom line improvements through developing and executing innovative pricing strategies. With over 15 years of senior revenue management experience spanning pricing, strategy, and analytics, Avy has transitioned between being an in-house practitioner with large companies such as Anheuser Busch InBev and Ford Motor Company to consulting for leading companies on a global scale. Avy earned his MBA and BBA from Schulich School of Business – York University.



Michael Stanisz
Founding Principal, Revenue Management Labs

Michael Stanisz is Founding Principal of Revenue Management Labs. He is a devoted practitioner of data driven business solutions and the use of advanced analytics to drive pricing improvements. With a keen eye for details and a history of exploring complex data sets and models, he has a profound ability to understand and interpret trends in data for the benefit of the client. Michael holds a BSC in Mathematics from McMaster University an MMA, Queens University and MBA, University of Toronto.