

# Mastering the Value Pricing and Selling Process



OCTOBER 16TH THROUGH DECEMBER 18TH 2014

Mastering the Value Pricing and Selling Process is an intensive 10-week revenue and profitability improvement program for marketing, product management and sales people who work for high-technology capital equipment, instruments, and services companies.

The program is designed to equip you with the skills to sell more products to more customers at better prices by following a specific, proven process.

The program is led by Don Maher, President of Red Chasm. Don specializes in providing profitable growth strategies to high-tech capital equipment, instrument and service companies in the semiconductor, data storage, and life sciences industries.

Prior to founding Red Chasm, Don was V-P of Sales and Service at Lam Research Corporation, and held V-P of Business Development, Marketing, Sales and Service positions at Applied Materials. Over his 25-year-plus career, he has priced hundreds of products and services and negotiated thousands of contracts with semiconductor manufacturers, defense contractors, and the U.S. Government.

## How it Works

The Program consists of five webinars plus five one-on-one coaching sessions with Don-so you get the benefits of a virtual classroom environment as well as customized individual tutorials.

All webinars will be held on Thursdays at 9:30 AM Pacific/12:30 PM Eastern time. Don't worry if you miss a session-everything will be recorded, so you can catch up at your convenience.

Each program registration is good for one call-in per location, so feel free to gather your team in a conference room for one or more webinar sessions.

## Webinars (90 minutes each)

### Pricing Value, October 16th

- The power of pricing and it's outsized impact on profitability
- What real value is; and what it isn't
- How to define and quantify the unique value of your products and services
- Strategies for relating value to customer problems and requirements
- How to package value into distinct options and versions
- How to price those options and versions based on a percentage of the value customers receive

### Communicating Value, October 30th

- How to communicate the ways in which your company and products are different and better than those of the competition
- The compelling benefits your customers can expect by purchasing your products
- How to highlight those benefits on your website, in customer presentations, sales collateral, blogs and newsletters, and at trade shows
- How to make sales training more effective
- How to write and distribute content that builds trust by providing helpful information to customers

### Selling Value, November 13th

- How to select and qualify the right customers for your business
- How to engage with prospects as an equal partner in the relationship
- Strategies for dealing with customer executives who are highly focused on how your products will help them earn or save more money
- How to balance value, price, and the tradeoffs between the two throughout the sales process, rather than solely at the end-and why this is crucial
- How to understand and leverage the most expensive customer problems-the ones they worry about that your product can solve for them

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## Webinars (90 minutes each)

### **Capturing Value Prices, December 4th**

- How to avoid losing revenue and profitability during negotiations
- PICOS-what it is, how to deal with it
- Keys to avoid “negotiating in pieces”-and why this is critical to maintaining a healthy profit margin
- What to do when buyers ask about your costs or try to negotiate over your head, with your senior executives
- The pressures buyers are under-and how to convince them that buying from you is the way to relieve some of these pressures
- How to gently but effectively call out common bluffs often employed by professional buyers

### **Continuous Pricing and Profitability Improvement, December 18th**

- How to manage and improve customer and contract profitability
- When you should consider offering discounts-and how to implement them
- Steps to developing sales compensation plans that drive better financial results
- How to raise prices without completely alienating customers
- Why narrowly targeted price increases can often improve overall net profits by 5% or more

## Coaching Sessions (1 hour each)

Individual coaching sessions with Don are designed to help you apply what you learn in the webinars and answer any specific questions you might have. The sessions will be conducted via phone or Skype (your preference) at your convenience.

## Tuition and Registration

Tuition is payable in two equal installments of \$2,950 each (\$5,900 total). The first is due upon registration, and the second is due 30 days later.

**Registration opens at 9:00 AM Pacific time on Wednesday, September 17th. Space is limited to 20 participants.**

If you have questions about the program, please contact me at [don@redchasm.com](mailto:don@redchasm.com) or 650-862-0688.

## Register Now

Registration opens at 9:00 AM Pacific time on Wednesday, September 17th. Space is limited to 20 participants.

To register email [don@redchasm.com](mailto:don@redchasm.com) or call 650-862-0688.