

Maximising Your Profit Margin

Learning format

Online webinar

Course date/duration

Thursday 21st October, 2021 or Wednesday 1st December 2021
4 hours

Session 1: Start 09.30 - 11.30

Break: 11.30 – 14.00 This will include completing a task ready for session 2.

Session 2: 14.00 – 16.00

What do you get?

Certificate of Attendance

Course overview

Most organisations face the harsh reality that their profit margin is under pressure. They buy well, their costs are under control however they still see the profit margin slowly eroding. Your customers are better educated on product performance prices than ever before, they expect and put pressure on sales staff to offer discount. Do your staff understand the impact of discounting a sale? How well equipped are your customer facing staff to maximise the margin they make during every sales conversation?

This course will help make maximising margin a key focus for the business.

Who would this benefit?

All customer facing staff including:

Counter staff, supervisors, customer service, Sales office staff and sales office managers, external sales, and sales leaders.

The course can be adapted to address a specific business need or used as part of a business initiative.

The course aim is:

To make maximising margin a key focus for the business and equip customer facing staff to maximise margin potential during every sales conversation.

Objectives

- Understand the key elements that make up and impact profit
- Understand the cost impact and benefit of discounting
- Understand the value of your selling price and how to differentiate from your competitors
- Explore opportunities to increase margin
- Understand how to move beyond a product price conversation and defend margin with confidence.
- Commit to an action plan to make a difference and increase margin.

All Workshops are facilitated by an experienced subject expert, rich in content and designed to be insightful and inspiring.

There will be a mix of individual and group work as well as practical case studies to bring the learning to life.

Content

- Explore the difference between margin and mark-up and their impact when pricing
- Identify when it is appropriate to discount and explore how to hold the price and gently push back on customer pressure reduce price.
- Understand the Customers decision making criteria and explore what drives their buying decisions.
- Understand 'The Perception of Value' explore how our own view on value vs expensive is subjective and should not influence pricing decisions.
- Understand how to use selling techniques to improve margin and spot upsell and cross sell to increase profitable sales.
- Understand how to identify avoidable battles with the competition
- Understand how our own different behavioural styles impact our communication with customers and how recognising our own and others behavioural preferences can improve customer relationships.
- Explore methods to push back when appropriate and recognise when to offer a discounted price and when to stand firm.
- Understand how customers adopt different negotiating styles and tactics when agreeing the price.
- Securing add-on sales and up-selling
- Next steps: Delegates are encouraged to agree how they will apply the ideas they like when they get back to the day job.

Price

The price of this course is £145.00 + VAT per person.

To book your place please complete the attached form and email to training@eda.co.uk.