



GIVE-GETS: SUPER POWERS FOR YOUR SELLERS

It's quarter-end or, worse yet, year-end, and Sellers are inundating your pricing team with requests for price concessions. You know your price is fair, but the customer, led by procurement, is threatening to switch to a lower-priced competitor unless you drop your price. Senior management, hyper-focused on growth, has been known to "save the deal" with a last-minute discount. Why not just avoid the drama by granting price concessions for "must save" accounts?

Because price concessions are a gift that keeps on giving—and in the wrong direction. Teach your customers that if they ask for discounts, they'll get them, and you will turn your most thoughtful value buyers and most loyal relationship buyers into Poker Players. It's just too tempting. And that is what procurement is trained to do.

Instead, give your Sellers superpowers with Give-Gets—those little gems that reset the client conversation from "what's my discount?" to "how do you impact my business performance?" Simply stated, Give-Gets are features or levels of service that you can add or subtract to adjust the value delivered to the price paid.

You probably have a lot you can work with now:

- Higher or lower grade ingredients
- Dedicated customer service vs. access to a call center
- Unlimited vs. restricted access to R&D or implementation services
- Extended vs. 30-day payment terms

The beauty is that Give-Gets force the buyer on the other side of the negotiating table to reveal the true value of your offerings. So, when the negotiator (often procurement) tells you that you must match a competitor's lower bid, you say "no problem, but to match that price, I'll just have to move you to this lower offering tier or remove this value-added service." If the client objects, congratulations! Your team has just called a Poker Player's bluff and protected the integrity of your pricing. If the client agrees, you win as well, by accurately matching customer value to price.

Then start out the next quarter, or next year, right by completing a full inventory of your product, service, and business terms portfolio to expand the Give-Get tool kit you can offer to Sellers. Your whole team will thank you for your leadership to enable profitable growth!

WANT TO KNOW MORE?

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