



## Selling on Value, Not Price

### Webinar

WEDNESDAY, MARCH 24, 2010 AT 1:00 PM EST

WEDNESDAY, APRIL 21, 2010 AT 1:00 PM EST

WEDNESDAY, MAY 26, 2010 AT 1:00 PM EST

### Program Description

Please join manufacturing and distribution experts, SPA's David Bauders, and client principals as they discuss winning approaches to selling on value, not price. Too often, sales forces lack the training and confidence to communicate the value their companies bring to their customers. The result is needless guesswork, haggling with customers, flip-flopping on price, and endless negotiations. The cost in terms of lost margin is huge, typically two percent or more of affected sales.

Working with over 400 manufacturing and distribution businesses across virtually all segments, SPA has developed a program that focuses the sales force on communicating value to their customers, in a disciplined but flexible way. SPA recommends pricing structures that focus discounting on the most sensitive products and customers, while capturing value premiums on the less-sensitive products and customers.

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### Selling on Value, Not Price

**David S. Bauders, President, SPA**

Our expert panel will discuss the following topics:

- Sales Culture
- Defining Your Value Proposition & Competitive Positioning
- Sales Roles & Responsibilities
- The SPA Pricing Cube™
- Incentives
- Proven Approaches to Winning

This free 1-hour webinar will help your company define its pricing mission in a proven, practical, action-oriented way.

To Register For This Free Webinar, please contact Sheri Morford at [Sheri.Morford@strategicpricing.com](mailto:Sheri.Morford@strategicpricing.com) or call at 216.470.9748.

**About SPA:** [www.strategicpricing.com](http://www.strategicpricing.com)

SPA is the leading provider of pricing analytics and comprehensive process and sales force training to complex companies of all types: manufacturing, distribution, equipment, services, and software/technology products. Since 1993, we've built a strong platform of proprietary analytics to quickly and efficiently help companies convert their own invoice data into pricing architectures that optimize their pricing performance and competitive position. Our typical client applies our pricing architecture and improves profitability by two to four percent of sales: \$2 to \$4 million per \$100 million of affected revenue. The benefits are staggering; and they are typically accomplished in less than 90 days.

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