

# Alignor Games

New Coaching Feature

Increasing your leverage when a buyer has leverage EXIT X



Hey, before you leave, just want to let you know our games include personalized coaching. Take a minute to tell us what type of coaching you prefer!

TOTAL SCORE  
**120**  
(180 Maximum)

YOUR PROFICIENCY  
**LEVEL 6**  
**Mastered**  
(6-level scale)



Restart Game

Your Coaching Preferences

Please Rate the Game  
☆☆☆☆☆

Your Feedback

Get Coaching

Maybe Later


1 PREPARATION

- Increasing Your Leverage
- Difficult Price Increase
- Preparing For Difficult Price Increase
- Preparing For A Creative Response
- Difficult Price Increase

2 COMMUNICATION

- Presenting Information In Difficult Price Increase Conversations

### Increasing your leverage when a buyer has leverage



Hey, before you leave, just want to let you know our games include personalized coaching. Take a minute to tell us what type of coaching you prefer!

**TOTAL SCORE**

**120**


(180 Maximum)

**YOUR PROFICIENCY**

**LEVEL 6**

**Mastered**

(6-level scale)



**SELECT YOUR PERSONALIZED COACHING EXPERIENCE**

We will personalize your coaching experience based on your learning objectives and preferences. The information you enter here about your objectives and preferences will only be available to you and will not be shared. You can change your selections at any time.

**SELECT ONE OF THE FOLLOWING OPTIONS:**

☐ I am doing this learning on my own

☒ I am doing this learning as part of a team

**Restart Game**

Your Coaching Preferences

Please Rate the Game

★★★★★

Your Feedback

**Submit**

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Hello Archie, Welcome to your learning journey

Difficult Price Increase

1 PREPARATION

Increasing Your Leverage

Difficult Price Increase

Preparing For Difficult Price Increase


Preparing For A Difficult Price Increase

Difficult Price Increase

2 COMMUNICATION

Presenting Information In Difficult Price Increase Conversations

### Increasing your leverage when a buyer has leverage



Okay, I'll be your coach for this game!

Wow, you're really exploring in the game! Very cool! Think about what it would take to jump into that top proficiency level! You would need to select first the choices that deliver the 100 score AND after that try all the other choices! Based on what I'm seeing, I think you can do it!"

**TOTAL SCORE**

**120**


(180 Maximum)

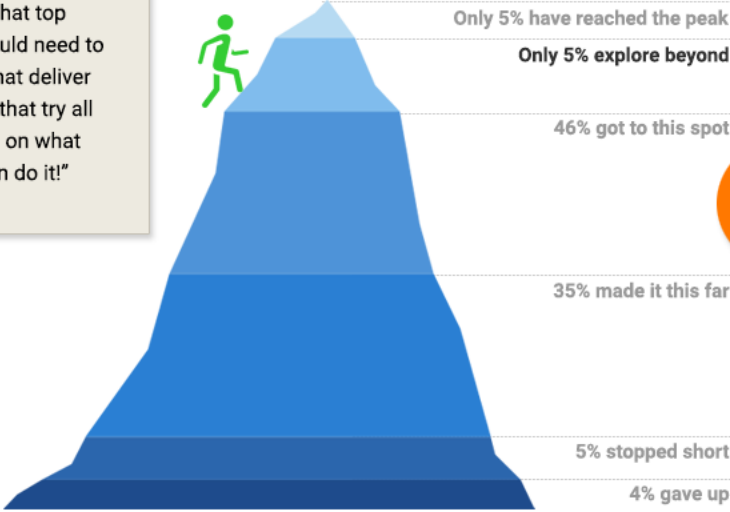
**YOUR PROFICIENCY**

**LEVEL 5**

**Explored**

(6-level scale)





Only 5% have reached the peak

Only 5% explore beyond

46% got to this spot

35% made it this far

5% stopped short

4% gave up

**95<sup>th</sup> Percentile**

**More Coaching**

**Restart Game**

**Your Coaching Preferences**

Please Rate the Game

★★★★★

Your Feedback

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Hello Archie, Welcome to your learner dashboard

Difficult Price Increase

1 PREPARATION

Increasing Your Leverage

Difficult Price Increase

Preparing For Difficult Price Increase


Preparing For A Difficult Price Increase

Difficult Price Increase

2 COMMUNICATION

Presenting Information In Difficult Price Increase Conversations

### Increasing your leverage when a buyer has leverage



Okay, I'll be your coach for this game!

"The last approach you tried was not effective. Check out this short video to see why:"

**TOTAL SCORE**

**30**


(180 Maximum)

**YOUR PROFICIENCY**

**LEVEL 1**

**1 Try**

(6-level scale)



**Restart Game**

**Your Coaching Preferences**

Please Rate the Game

★★★★★

Your Feedback

**VIDEO**

**Connecting your value story**

Look, don't waste my time trying to justify your price increase. We both know you're doing it because you can, not because you deserve it.

**Play Video**

The price increase is small as a percentage of the value we bring. I would like to talk with you about ways we can expand that value and satisfy your interests.

I understand your perspective on the price increase. I am committed to finding new ways to bring value to you.

I agree that it doesn't make sense for us to debate the reasons for the price increase. I would prefer to focus on how we can continue to bring you differentiated value.

Select your response from above

**RESTART**

Introduction Instructions Resources

**More Coaching**

EXIT

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Targeted Capabilities

- Influence account decision-making. Prepare for and initiate difficult conversations. Handle

