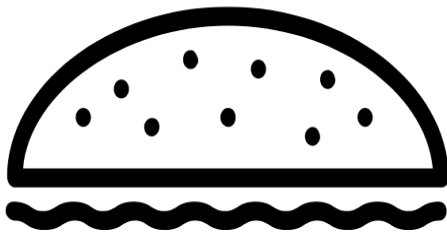


WORKSHEET | VALUE SLIDERS

What actual price increase situation or conversation will you face? (Current, real situational details are best if possible; Use a made-up scenario if necessary.)

Value Slider = Benefits & Value **PLUS** Price Increase **PLUS** Value Commitment

Purpose: brief verbal message to communicate price increases containing a *quick* value point or two, before communicating the price increase, and then restating the commitment to partnership and value.



Open with the value and benefits, what you've done for the customer, how they've benefited, the value they've derived from being your customer.



Next, move to a carefully positioned introduction of the modest change in price.



Finally, close with a value commitment.