



**MERCURI INTERNATIONAL**

# CONDUCT SUCCESSFUL PRICE ADJUSTMENT TALKS

**CHECKLIST**



# PRICE ADJUSTMENT TALK

Short guide for the checklist

## Price increases in difficult economic times



### OBJECTIVES OF THE CHECKLIST

- Collect all the relevant sales information, the Price History of the last years, data & figures about the customer
- Define a successful strategy to implement the price increase
- Build a powerful argumentation to sell the price increase and to defend it



### USE OF THE CHECKLIST

- Fill in the document with the information you're given and/or can collect
- The checklist is not meant to be exhaustive, so expand and/or adapt wherever necessary
- The argumentation must be worked out and then trained

# CHECKLIST

Conduct successful price adjustment talks

**Customer's name:**

Data about the customer	Data	Comments / Notes
Relevant contact for price adjustment		
Function		
Last price increase (date) & Pricing History		
Amount of the price adjustment (on Price List)		
Period of the price increase including the start		
For which products and portfolio?		
For which services?		
Segment/Classification		
Turnover for the current year		
Turnover development (last 3 years)		

# CHECKLIST

## Conduct successful price adjustment talks

Data about the customer	Data	Comments / Notes
Condition components		
Role as a supplier to the customer (A/B/C)		
Other Suppliers/Competitors		
Own share of the customer's volume for the products		
Challenges with the customer (e.g. delivery delays)		
Business development with the customer		
Simulation Price increase on Previous Year sales for customers		

# CHECKLIST

## Conduct successful price adjustment talks

Argumentation guidelines	Comments / Notes
Announcement of the price adjustment (in writing, by office staff by telephone, in person on site or virtually, combination of the previous options)	
Target: amount of price adjustment (differentiated by segment)	
Possible room for negotiation (x%)	
Possibility for the customer to pass on price increase to own customers (not at all, partly, completely)	
Consequences of the price adjustment for the customer	
Expected reaction of the client (agreeing, partly disagreeing, completely disagreeing)	
If costs for e.g. energy, logistics decrease: prices are adjusted downwards (y/n)	
Assessment of the future delivery situation for the customer (certain, conditionally certain, uncertain = no information possible)	

# CHECKLIST

## Conduct successful price adjustment talks

Argumentation guidelines	Comments / Notes
Possible concessions for the customer (e.g. fixed delivery dates, services etc.)	
Expected behaviour of the most important competitor with this customer (also increases, increases less, does not increase)	
Argumentation	
Objections	
Manage the answers	
Conclusion of the discussion	
Follow-up	