

Price Conditioning Your Customers

1. What do we mean by the term "price conditioning?"

2. What is the contrast principle and how does it help price expectations?

3. What segments of the call create opportunities to price condition?

1. Beginning Of the Call

2. Diagnostic Phase

3. Connecting Phase

4. Creating Solutions

5. Approach With Findings/Solutions

6. Presenting Solutions

7. Guessing Game
