

Defending value — Escaping the price war

A less comparable offer. More clearly perceived value.

Learn to demonstrate the value of your solutions instead of getting drawn into price comparisons. This course gives you practical methods to build, argue and defend your offering's value, drawing on decision psychology, neuroscience and AI tools.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- Everything ends up being compared on price: spreadsheets, tenders and more.
- Your differences are real but poorly communicated.
- Price becomes the main criterion because there is nothing else to compare.
- Price objections keep coming back.



What we will understand

- Objective value versus perceived value.
- How commoditisation and price wars emerge.
- Why the cost of inaction and risk are often forgotten.
- Cognitive biases that influence value perception.
- How AI can help analyse and strengthen your arguments.



How we will work

- Blue Ocean: create a less comparable proposition.
- Deconstruct the value proposition.
- Argumentation and rephrasing techniques.
- Role plays and exercises using price objections.
- AI to identify weaknesses and strengthen evidence of value.



What will change in practice

- An offering that is less easy to compare.
- A message focused on value created.
- New variables that move the discussion beyond price versus price.
- Greater confidence in negotiations.
- Better-protected margins and more lasting customer relationships.



Who is it for?

Sales teams, managers, sales professionals, trainers or leaders, depending on the module.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.