

Arm your sales rep – Help your own cause

1. Send your sales rep an email with a 1st pass Should Cost Model embedded.
2. Write a simple message so your rep can simply forward it to superiors.
3. Ask: “Please explain why you have not lowered prices since your input costs are down?”
4. Your sales rep can use your email to:
 - a. Explain why they cannot close the sale; and
 - b. Make a strong case for lower pricing.
5. After incorporating any changes asked for, send your sales rep the 2nd pass Should Cost Model.
6. Your sales rep can use your email to make an *even stronger* case for lower pricing because the model is now built with the supplier’s data.