



Value-Based Selling and Price Objection Handling Training Course

11 – 15 January 2027
Munich



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Overview

Value-Based Selling and Price Objection Handling Training Course is a five-day professional course for sales professionals, account managers, business development teams, and sales leaders who leave with a Value-Based Sales Conversation Plan. Participants discover buyer priorities, frame value hypotheses, quantify business outcomes, build value messages, diagnose price resistance, respond with evidence, set negotiation boundaries, and plan conditional concessions without default discounting. Agile Leaders Training Center develops value-based selling and price objection handling.

Who Should Attend

- Sales teams responsible for discovery and value communication
- Account teams responsible for defending commercial value
- Business-development teams responsible for buyer business cases
- Commercial leaders responsible for objection and concession discipline
- Managers responsible for coaching value-led sales conversations

The course assumes participants conduct sales conversations or review commercial opportunities and leaves out prospecting, general sales-cycle skills, pricing strategy, key account planning, and standalone negotiation.

Departments and Industries

The course supports departments and industries where sellers must connect buyer outcomes to commercial value and respond to price resistance.

- Sales and business-development functions
- Account management and commercial operations
- Technology and professional-service organizations
- Industrial and logistics suppliers
- Healthcare and hospitality solution providers

Learning Objectives

By the end of this course, participants will be able to:



- Apply value-discovery questions to buyer priorities and problems
- Build value hypotheses and quantified outcome statements
- Analyze price objections for cause, evidence, and decision criteria
- Compare solution value with buyer alternatives and inaction
- Evaluate concession requests against negotiation boundaries
- Build a Value-Based Sales Conversation Plan

Course Agenda

Day 1: Buyer Priorities and Value Discovery

- Buyer Priority Discovery Question Map
- Problem Impact Evidence Register
- Stakeholder Value Interest Matrix
- Current-State and Target-State Gap Sheet
- Value Hypothesis Definition Canvas

Day 2: Quantifying and Communicating Value

- Business Outcome Quantification Worksheet
- Cost-of-Inaction Estimate
- Value Evidence Credibility Checklist
- Outcome-to-Solution Linkage Map
- Value Message Structure

Day 3: Diagnosing Price Objections

- Price Objection Cause Classification Grid
- Objection Clarification Question Funnel
- Budget, Value, and Authority Diagnostic
- Competitor Price Comparison Review
- Price Resistance Evidence Record

Day 4: Response and Commercial Boundaries

- Value Reframing Response Pattern
- Price Defense Evidence Sheet
- Give-Get Concession Matrix
- Walk-Away Boundary Definition
- Commercial Response Planning Board



Day 5: Value-Based Sales Conversation Practice

- Exercise: Discover Buyer Priorities and Business Impact
- Exercise: Build a Quantified Value Message
- Exercise: Diagnose and Clarify a Price Objection
- Exercise: Respond within Concession Boundaries
- Capstone: Value-Based Sales Conversation Plan

Practical Exercises

The course uses suggested activities drawn from technology, professional services, industrial supply, logistics, healthcare, and hospitality.

- Suggested activity: convert discovery notes into a buyer-priority map and value hypothesis.
- Suggested activity: quantify an outcome and prepare a value message supported by evidence.
- Suggested activity: classify a price objection and select clarification questions.
- Suggested activity: rehearse a value response, conditional concession, and walk-away boundary.

FAQs

Who suits value-based selling and price objection handling training, and what does it assume?

Sales professionals, account managers, business-development teams, and commercial leaders suit the training; it assumes they conduct or coach buyer conversations involving value and price.

How does value-based selling differ from general sales skills training?

Value-based selling concentrates on buyer outcomes, quantified impact, value evidence, price-objection diagnosis, and commercial boundaries rather than the entire sales cycle.

How should sellers diagnose a price objection?

Sellers should clarify whether the objection concerns budget, perceived value, evidence, authority, timing, alternatives, or negotiation behavior before choosing a response.

How can value-based selling reduce unnecessary discounting?

Value-based selling reduces unnecessary discounting by connecting price to buyer outcomes, documenting evidence, comparing alternatives and inaction, and making any concession conditional on an exchange.



What belongs in a Value-Based Sales Conversation Plan?

A Value-Based Sales Conversation Plan includes buyer priorities, impact evidence, stakeholders, value hypotheses, quantified outcomes, value messages, likely objections, clarification questions, response evidence, concession boundaries, and next steps.

Conclusion

Participants take back a Value-Based Sales Conversation Plan supported by discovery maps, value hypotheses, outcome estimates, objection diagnostics, response patterns, price-defense evidence, and concession boundaries. It changes reactive price defense into a structured discussion of buyer outcomes and commercial choices. The plan helps sellers maintain evidence, consistency, and control when value and price are challenged.