

## Welcome to December

Featured this month: Pricing | What we're reading | The Ultimate B2B Sales Challenge

In this month's newsletter we've provided all the resources you need to understand and explore pricing strategies.

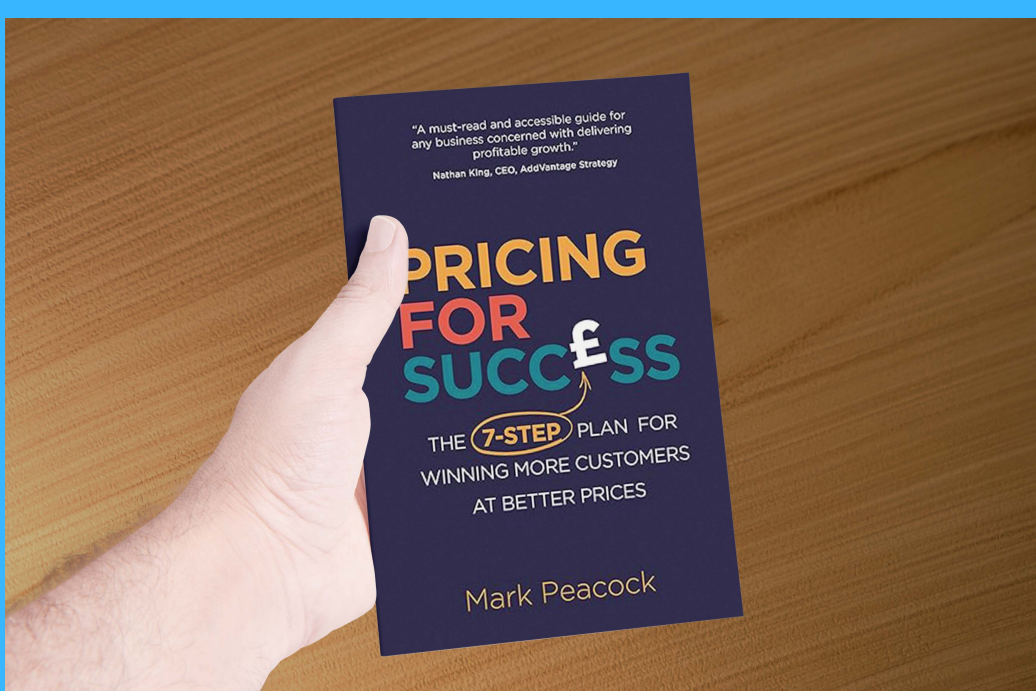
We've got you covered with an insightful podcast featuring Mark Peacock, Mark's book 'Pricing for Success' and our free download '5 Challenges in B2B Sales Pricing and Price Increases'.

### Rob talks Pricing with Mark Peacock. "Don't be Scared of your Price"



In this insightful conversation, Mark Peacock stressed the importance of pricing and its direct connection to a company's profitability and overall success. He highlighted that pricing should never be an afterthought, and businesses need to invest time and effort into developing effective pricing strategies. Pricing can make a substantial impact on revenue and profit margins, yet it is often under-explored in comparison to other sales and marketing tactics.

Watch now!



#### What we're reading

After Rob's chat with Mark Peacock, we were interested to delve further into planning for pricing. We highly recommend having a read of Mark's book - [Pricing For Success](#). It takes a fresh look at the power and psychology of pricing and walks you clearly through seven essential steps that will improve your pricing, delight your customers, and create a more profitable business.

Order on Amazon - paperback & eBook

#### What we've been up to

Last month Steve and Rob attended the [Ashgate Hospice Charity Ball](#). It was an excellent evening which raised around £50,000.



#### 5 Challenges in B2B Sales Pricing and Price Increases

Pricing and price increases are crucial components of the B2B sales landscape, significantly impacting a company's revenue and profitability. Sales professionals play a vital role in this process, as they must effectively communicate, negotiate, and implement pricing strategies while ensuring customer satisfaction.

In this free download, we explore the five biggest challenges that B2B sales professionals face and provide insights on how sales managers can coach their teams to overcome these obstacles.

Download for FREE!



#### The Ultimate B2B Sales Challenge

In the world of B2B sales, sales professionals often find themselves caught between the demands of their clients and the expectations of their leadership. They are the frontlines, the ambassadors of their organisations, and they shoulder the responsibility of driving revenue. However, it's time for some straight talk: in this challenging landscape, the burden of success falls squarely on the shoulders of B2B sales reps.

This article is not a pat on the back or a comforting reassurance. It's a challenge—an unapologetic call to action. We've got your back, but now it's your turn to step up and face the heat.

The following insights are designed to assist and empower you on your B2B sales journey, but they come with an expectation of excellence.

Learn more

#### Join the conversation

