



TUESDAY, FEBRUARY 11, 2020 • 2:00 PM – 3:00 PM PST • FREE FOR MEMBERS

Are you pricing your goods and services to capture your fair share of the market whilst still achieving profitability?

Your Personal Business Trainer's Vince DiCecco explores these questions and reveals ways to set and defend the prices you must charge to grow and succeed. If you've lost sales to competitors who undercut your price and are tired of customers beating you up over a few lousy bucks, this lively and idea-filled webinar will dissect and explore what you can do to sell at prices higher than your competition, and uphold your professional image at the same time.

Main learning points include:

- Dissecting why each one of the four most commonly used price-setting strategies alone don't work
- Exploring revenue, overhead, price-setting and profitability issues including the break-even formula as a "what if?" tool
- Learning what to do when customers say that they can get the same product down the block cheaper and effectively get your asking price consistently
- Ways to avoid and handle various price pressure tactics

This webinar is a must for all business owners and sales professionals and managers.

About the Speaker

Vince DiCecco

Your Personal Business Trainer, Inc.

Vince DiCecco is a business training and development consultant and owner of the Acworth, Georgia-based business, Your Personal Business Trainer, Inc. He has been sculpting his sales, marketing and training techniques since 1979, and he has shared innovative and practical ideas on business management excellence for two Fortune 200 companies, the U.S. Coast Guard, and in seminars at many sign and digital graphics trade shows. Since 2003, YPBT has been serving small- to mid-sized companies in their efforts to strive for sustained growth and market dominance.



Don't miss this FREE members-only webinar!
Log in and be prepared to ask questions.

Register online at www.piasc.org/events
Contact Emily Holguin at (323) 728-9500, Ext. 200
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