

IT'S NOT ALWAYS ABOUT PRICE.

Use your questioning skills to try to get to know your prospect and find out what type of a buyer they are.

Did you know?

- 25% of the population buys strictly on price.
- 15% of the population buys strictly on value.
- 60% buy on value but look like price buyers... they must be sold.

Do you have “Happy” prospects?

Don't try to sell to everybody. If they are happy with their current product and supplier, let them be happy.

If you think they are price shoppers and you offer them a lower price, but a lower price doesn't make them budge, that means they are already happy and content with their current supplier.

Happy prospects are qualifying you and setting the tone of the relationship. Sometimes, we are our own worst enemy. Do you ask – “Do you have anything you need a bid on”? What are you telling the customer or prospect? That you're just a number!! We're mortified when we get beat up on price and we're driving the discussion to price when we ask that question. You are wasting your valuable time. We, as salespeople give price a much higher priority than it deserves through our own action.

Convey your value and make it clear that you want to help when the inevitable day arrives that they are not so happy.

Stop selling to happy customers!