

1. Convey The Value Of Your Solution Based On ROI

The Ability Of Your Salespeople To
Sell Based On Value Vs Price

Will Be Directly Related To Their Ability
To Effectively Communicate To Each Customer
How Your Proposed Solution Will Positively
Impact Their Business

Train Your Salespeople To Be Able To
Understand And Effectively Convey ROI In
Terms Of An Accurate Estimate Of How Much
Money A Prospect Will Make Or Save By
Purchasing Your Proposed Solution.

13 Ways To Win Sales Based On Value vs. Price

-Value prospect will receive from your solution

- * Reduced Shipping Costs
- * Decreased Labor Costs
- * Lower Implementation Costs
- * Lower Energy Costs

-Cost of not implementing your solution

- * Downtime
- * Lost potential revenue
- * Lost cost savings

-Secondary benefits provided

- * Employee satisfaction
- * Ease Of Use
- * Greater Durability

2. Get Visual With Your ROI Presentation

When a salesperson makes a customer presentation
One of the most effective ways to convey their message
Is by creating visual images in the customers mind..

"..... the device is about the same size
and weight as a deck of cards and it's the same
shade of yellow as the pencils we used to take
tests with in school ...

2. Get Visual With Your ROI Presentation

Getting visual when explaining ROI to a prospect works equally effective

So when you present ROI to a client present it in the form of a chart or graph and your message will have a much greater impact

3. Create Buyer Incentive Programs

Incentive programs work almost as well for motivating customers to buy as they do motivating salespeople to sell

The more a customer buys the more services rebates & Incentives they receive

3. Create Buyer Incentive Programs

Develop Price Break Levels
Based on sales volume or Length Of Agreement

Customers that qualify receive larger discounts,
increased services, free shipping, etc.

4. Provide Inside Information

Find out what's happening inside
each of your target industries and markets

Gather the information in a real time format
Develop the information into a quick read format
Share with customers via e-mail and phone calls

5. Study Every Aspect Of Your Low Balling Competitors

Often times competitors that low ball pricing
Have low ball value as well

Study their sales literature
And the offerings listed on their website

Compare their strengths and weaknesses with yours
And learn how to sell to your strengths
and how to sell against their weaknesses

6. When You Lose On Price

Stay connected with your prospects and customers
Be ready to step in and help if your competitor fails

Keep your focus on discovering new ways to add value

7. Understand Your Customer's Buying Process

The #1 complaint key decision makers have about sales people is that they don't follow their buying process

Ever after it has been explained often and in great detail

Review your customer's purchasing requirements before you place their orders

8. Listen More Effectively To Your Customers

The #2 complaint key decision makers have about sales people is that they don't listen to what they are saying when they explain their needs.

The most profitable sales people
Listen 4 times more than they speak

If you listen carefully enough
customers will tell you what you are doing wrong
and what you need to do to make it right

9. Under Commit and Over Deliver

Almost 20% of Key Decision makers surveyed stated that they were unhappy with the response time of sales people in answering their questions and addressing their concerns

10. Energy + Excitement + Emotion

Don't act like you're too busy for your customers

Don't give the perception you don't care

Don't give the perception you're having a bad day

Be thankful each customer is doing business with you

Let your customers know they are important to you

Give each of your customers your best - on every call

11. Empower Sales people To Solve Problems

Customer don't care about your internal processes
When they have a problem that needs to be solved

Make it a policy that the person who is first told a problem
Owns the problem until it is resolved

Then educate and train your sales people
how to answer commonly asked questions

And how to solve the most common customer problems

12. Become Effective Communicators

Inform your customers of any problems or delays with the shipment, delivery or installation of their orders

Customers are much more satisfied when they receive proactive and honest communication about the progress being made in addressing a question or concern or in relaying the status of a delayed order

13. Be Careful In Deciding To Lower Prices

Most companies today have initiatives to cut costs and one of the best ways for companies to cut costs is to demand vendors lower their prices

Sometimes these requests are legitimate because your prices are not in alignment with your value or competitive and comparable offerings

Steps To Consider Before Lowering Price:

- 1) Check the price of your offering against fair market value
- 2) If your solution is priced at fair market value and your prospect has a bid 20% lower something's not right ...

Steps To Consider Before Lowering Price:

2) Continued ...

Often a competitor is providing a price for which they will be unable to profitably deliver a comparable solution

If that is the case, it may make sense to let the customer go and feel the pain on their own

when the pain and problems become great enough if you have stayed in touch and continued to provide value, you have a good chance of winning your customer back

Steps To Consider Before Lowering Price:

- 3) Determine if you are able to provide an additional discount if the customer buys in greater volume or extends the length of their contract or service agreement
- 4) Lowering your price without conducting the proper due diligence first, sets a percent that the customer can get discounts just for the asking, and provides doubts about the fairness of the original price offered.

Steps To Consider Before Lowering Price:

5) If you are providing quality products and services at fair market value prices, and you are adding value with industry tips and competitive updates, reinforcing your value as a trusted business partner

Stand firm on your price and your target prospects and customers will not only increase what they buy from you but they'll increase their level of trust in you as well.

Trust in you.