

SALES BYTES



WHEN THE COMPETITION IS CHEAPER

THEY SAY, "CAN YOU GIVE US A BETTER PRICE?"

MOVE THEM TO RESULTS THINKING RATHER THAN PRICE THINKING

STEP 1. *"PLEASE LET ME KNOW WHAT QUOTE THEY GAVE YOU AND FOR WHAT SPECIFICALLY SO I HAVE A BETTER UNDERSTANDING BECAUSE MAYBE YOU ARE BETTER OFF GOING WITH THEM" MIGHT BE A STALL*

STEP 2. *FIND OUT WHAT SPECIFICALLY*

"JUST COMES DOWN TO WHAT IS THE MOST IMPORTANT TO YOU, IS PRICE THE MAIN CONCERN OR SOLVING THE PROBLEM AND INSTALLING THE BEST PRODUCT FOR YOU THE FOCUS. THE MAIN THING IS GETTING THE RESULTS YOU WANT ISN'T IT? WHAT DO YOU THINK?"

STEP 3. *"MAY I MAKE A SUGGESTION TO YOU? WHAT THEY QUOTED WAS FOR ... WHICH ONLY DOES... NOW WE CAN GIVE YOU THE SAME QUOTE TO BUT AS I MENTIONED IT DEPENDS ON THE RESULT THAT YOU WANT...(RESULTS THINKING)*

STEP 4. *"WE COULD PUT THE MID-RANGE WINDOW WHICH IS A BIT CHEAPER OR WE COULD COMPLETELY SOLVE YOUR"(PROBLEM) IF THIS IS NOT POSSIBLE EXPLAINING THE DIFFERENCE IN QUALITY AND ENERGY SAVING.*

STEP 5. *"WHEN YOU THINK ABOUT IT IS IT MORE EXPENSIVE TO GET THE WINDOWS THAT WILL LAST FOR YOU AS AGAINST THE CHEAPER ONE THAT WILL NOT GIVE YOU THE LONG TERM. IT COULD COST YOU MORE IN THE LONG RUN."*

STEP 6. *"EVEN THOUGH IT IS A LITTLE MORE THAN YOU ORIGINALLY WANTED TO SPEND IS IT FAIR TO SAY MOST OF US WILL PAY A LITTLE MORE IF THE PRODUCT IS BETTER AND IT'S THE RIGHT THING TO DO. WHAT DO YOU THINK?"*

REWRITE FROM A REAL LIFE EXAMPLE