

People Buy Value

Watch sales soar
with value selling vs
product pushing.

Why do people buy your products? Why do they purchase any product or service? They seek value, not price. Your sellers may tell you if they could reduce the price they could beat the competition. It may sound tempting, but are you really in the discount business? People buy what the product or service will do for them. They want to solve a basic need, have convenience, seek a replacement, earn money, avoid trouble, ensure better service or save time. Well over 50 reasons exist for reasons people buy. Build your seller's confidence with the value offered by your products and services, then watch sales soar.

Sales Huddle Energizer

Today's exercise is to select 2-3 of your biggest competitors.

- On a flip chart or an 8 x 10 handout create 5 columns.
- Title the first column Value.
- The second is your company name.
- Place competitor's names in the remaining columns.
- In the Value column list everything your customers get or gain when they buy from you.
- Place a check mark next to each Value in the column under your company name.
- Take each competitor one at a time and ask whether they provide that value.
- Check when they do and place an X where they don't.
- Discuss and evaluate the comparative value.
- Add to the value list until your value outweighs the competition.

Now go out and sell your value. Forget about discounts.