Lessons From A Con Man

People are willing to pay more for a product if they think it gives them a truly special or significant value—and if you present it to them in just the right way.

This clip from the movie Wall Street shows a sales trainer selling a doctor 2000 shares of what we in the audience know is bogus stock.

The new hires look on in amazement and awe.

Ok, I know, this movie is about con men, but, and yes there's a but, if you take a hard look at it, you'll see how it's all about perceived value.

Selling on value, not price, involves a balance of confidence, personal rapport, and doing your homework.

As it becomes more difficult to technology giving consumers greater access to price information and competitors, sellers need to be on their A-game at all times.

Movie Link (2:20)

https://www.youtube.com/watch?v=bVsgxM7rZq4

Motivational Discussion Questions

- How do we differentiate our produces and services resulting in a return on investment?
- On your next presentation, what are you planning to do to present additional value to your client?

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