

## Closing Deals without Dropping the Price

- ▶ In my experience here is how you might think about price strategically in the Sales process;
- ▶ Tip # 1 - Price is the ticket that gets you to the game. Must understand the real world competitive environment first, and initially be towards the upper end of the price zone. Only exception is products that can attract a premium price for unique benefits
- ▶ Tip # 2 - the most important lesson on price is that its about emotion not always logic, on both sides. Your skill at connecting with your buyer, and the trust that develops will be the key to unlock the price challenge.
- ▶ Tip # 3 - People buy from salespeople who solve their problems. Problems can be your fault or theirs, and will cover a range of headings, - late/short delivery, specification interpretation, poor paperwork, program/site changes etc. Be the problem solver
- ▶ Tip # 4 - Get your buyer to 'want' to buy from you above other offers. At the very least you want to be their preferred option. Performance, reliability and confidence in overall supply almost always sits higher than price even though the client won't always admit it. This is your playing field