

Sales tips



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### Are you getting price pressure?

Customers are shopping around for the best deals but you do not necessarily have to cut prices long term. Instead, consider offering a trial price, or offering concessions only for a longer contract or for a larger order. Payment extensions at times, are just as effective or think about reducing the amount to qualify for a quantity discount. Break differences into the smallest

denominator. For example, instead of \$100 per month, it is only \$3.00 a day, less than a cup of coffee. If you don't value what you sell, why should your prospect?

*"What we obtain too cheap we esteem too little; it is dearness only that gives everything value."* -Thomas Paine

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