



# etips

*'Lead the Pack' Sales Training*

## **Capitalism – Faster, Better, Cheaper**

Price is a big deal with prospects right now as they try to cut costs. Remember that value is in the mind of the buyer not in the mind of the seller. The more value perceived, the more the prospect will pay. Stop communicating value and start creating value. Compare the investment for your offering to the cost of the problem it solves or the cost of the delays of competitive solutions. You can also create value by helping prospects recognize problems they did not know they had, or by helping them prevent problems they did not see coming.

*"Price is what you pay. Value is what you get." -Warren Buffet*

### **Leadership Connections**

*Leading you to exceptional sales success, Connecting you with top line results*

**Sales Mastery 'Lead the Pack' Sales Training**

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