

Sales etips



info@leadershipconnections.com

Your Value or the Buyer's Value?

Value is in the mind of the buyer. Communicating value has little effect unless the points are important to the buyer. Without knowing their importance, chances are high that you are creating a price objection more than you are creating value. The only way to know for sure is to ask. Good

sellers persuade, but great sellers create a desire to buy. Ignite buyer motivation by uncovering problems and problem implications, and perceived gains and the implications of those gains. Remember that the buyer's own perception, data, and conclusions carry the decision. For example, consider your own possessions. Everyone does not value what you hold dear. When in doubt, ask!

"The American car buyer wants economy so badly he'll pay almost anything to get it!" Lee Iacocca

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303 462 1277