

Sales Quote of The Month:

"Your competition does not cut your price, you do." – Lawrence L. Steinmetz & William T. Brooks

Sales Tip of The Month:

Should you answer your cell phone or PDA in a sales call? Most people consider it rude if you do. To paraphrase an old saying, one face to face prospect is worth two on the cell phone!

Don't be surprised if you are asked to negotiate to a lower price, expect it!

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Issue 1

Always Have to Lower Your Price?

Are you always asked to lower your price? Does every prospect start to negotiate with you? Most sales people would answer with a very definitive yes!

Of course we all face this! The reason is that consumers and buyers are trained to ask for a lower price, no matter what. Think about it. Would you walk into a car dealership and pay the price listed on the windshield? Probably not.

Don't be surprised if you are asked to negotiate to a lower price, expect it. What you can do, however is change the way you handle it. You do not have to lower your price if you follow some basic principals.

First, how you tell your prospect the price of your product or service can invite price negotiation. For example, if you add descriptive words like "the suggested price is", "the quoted price is" or "the usual price is" you are doing nothing more than telling your prospect that

there is more than one price for the same product. Not only will he ask for a better price, he will negotiate hard to receive it because you told him it exists!

Secondly, you must be comfortable saying your price. If you get nervous right before you tell your prospect the price, or if you say something like "and now for the hard part" or "it's a good thing you are sitting down", you are telling the prospect that you also think the price for your product is too high.

Do not use any descriptive words when telling your prospect the price. Simply state "the price is" like you would state that the sun rises in the east every morning. This informs the customer that the price will not be changed and that this is what other customers have paid.

Rehearse saying the price of your product before hand so that you are completely comfortable saying it. The more you

rehearse, the more your prospect will accept your price statement as fact, as opposed to something which can be negotiated.

Lastly, when asked to lower your price, just say no! Right now you are thinking, "But my prospects always tell me they can get the same product from my competitor at a lower price!"

If this were really true, the prospect would not take the time to negotiate a better price with you. He would have already bought the product from your competitor! Be it because of your service, delivery, or a specific product feature, the prospect sees you as different, and he wants to buy from you. He is just negotiating because he has been trained to do so.

Everyone wants the cheapest price, but the cheapest price for what they want. If you truly have the product the prospect wants, you don't have to lower your price. You can just say no!



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

My sales manager tells me I need to do more prospecting calls but the days don't seem long enough. I am already working long hours each day so I don't know where I can find the time?

- Linda, Toronto, ON

Dear Linda:

To survive in sales, finding the time to prospect is not optional! The best way to do this is to arrive at the office Monday morning with your week already booked.

Use a calendar which shows a whole week on one page. Seeing the whole week at a glance is critical. If your PDA can't do this, use a paper calendar instead.

Go to next week's schedule and schedule your booked appointments, including meetings with customers, sales meetings and personal appointments. When doing this, also write in the geographic location of each appointment using the postal code.

Book in time for office duties next. This should be in non peak selling hours like either first thing in the morning or after 4 in the afternoon. Preparing quotes, answering emails, and completing sales paperwork should be completed in this scheduled time, but only in this scheduled time.

Lastly, book at least one hour per day for prospecting. Remember, this is a scheduled appointment just like a meeting with a prospect. You wouldn't cancel on a customer, so don't cancel on yourself and your future sales success.

Now prospect this week to fill the holes in next week. Book your new appointments in the same geographical locations as the existing ones so you minimize travel time.

With some proper planning and time management techniques, you can fit more into your day. The key is that you need to work this week to book next week!

- The B2B Sales Coach

Recommended Reading

The One Minute Sales Person by Spencer Johnson, M.D. and Larry Wilson

Part of the "One Minute" series, this is a quick and easy read which has very valuable lessons for sales professionals. Everyone in sales, at every level of the organization should memorize and internalize "The Wonderful Paradox" so that they can practice it with their internal and external customers!

To recommend a good sales read, please email the B2B Sales Coach.

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, managing partner of B2B Sales Connections. She has a proven track record of success, with over 20 years of direct sales, management and executive level business to business experience.

B2B Sales Connections provides consulting services to the business to business marketplace. including the operation of Canada's premier niche job board and career website dedicated only to business to business sales professionals. The firm helps clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike.