

# Never Let It Be About Price!

First things first.

When someone talks about price it's the best BUYING Signal you can ask for. Even if it is a price objection, the prospect has made that mental leap and thought about owning what you have to sell.

(Here's the [video](http://screenr.com/hZp) I promised) <http://screenr.com/hZp>

The request for the lowest price is just another barrier to overcome. But first you have to overcome it in your own mind, long before your prospect raises the issue.

Most salespeople believe that their product is competing with another product, that their company is the same as their competitor, (or even worse). There's a simple solution to this. Change the way you THINK about your company or product OR Change the COMPANY you work for! You are never going to sell successfully if you don't BELIEVE IN WHAT IT IS YOU ARE SELLING!

The "I want the lowest price" argument is a result of loads of different things such as affordability, (can you spread the payments), perception, (is your brand top notch), real need, (do they really need it or is it a maybe?) hidden agendas, (are they trying to use you as a stalking horse) and unique selling point, (i.e. have you justified your price effectively by having a USP?).

Remember, most price cuts are started by the seller not the buyer! Don't enter any conversation on the back foot! Cutting your price is saying "Sorry for trying to charge you so much, I know I was trying to rip you off but.....I'm not now, honest guv!"

So what can you do to prevent price becoming the issue.

- 1 Make sure you communicate the reasons for your pricing. Preferably do this up front, way before you even start talking about the buying. After all, if you are not the lowest price operator in the market, then you may as well find out fast if this is going to be a problem, before you waste your time! Try something like, "Just so you know, we are not the lowest price operator, but there are many reasons why this is the case, which I will demonstrate to you. Is this going to be a problem?"
- 2 A Higher Price Means A Better Product or Service. "You get what you pay for" has been drummed into us by our grandparents every time a button fell off our shirt or blouse that mum bought from a supermarket. Don't forget to use this. Say something like, "You get the best service and the best product....."
- 3 Use other satisfied customer testimonials. There's nothing like getting someone independent to back up your price by demonstrating the value you bring. Why do you think sports stars have agents? Because having someone else argue for you raises the price even if everyone knows they are getting paid to push the product!
- 4 Sell your USP. Is there something that you do that others don't? Instant replacement, money back guarantee, (because no one has to ask for it) intellectual property rights?

5 Sell the personal relationship. To make sure you get exactly what you want at the level you expect.....

6 Sell everything except price. Focus on quality, value, long term cost, and service.

Remember BEST PEOPLE WANT TO WORK WITH THE BEST.

And if everyone is saying that they are the best, make damn sure that the buyer demands documentary evidence that your competitors are the best and ask to see it.

After all, you've already shown your video or letter testimonials, so he has no doubt about you.....but he may begin to doubt the others.....

Remember you don't always buy on price do you? So don't think that they do.

Price means that you have to be clever and creative. You have to believe in your product. And the best thing is to have other customers who also believe in it and are prepared to say it.

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[Boyd@GreatLegalMarketing.co.uk](mailto:Boyd@GreatLegalMarketing.co.uk)

Mobile 0795 1284875