

## Selling Value not Price

### Description

We will focus on Professional Selling Techniques that will enable participants to become more effective at selling the value of their services instead of discounting the price.

A combination of **Preparation and Practice** will be utilized to insure maximum learning and retention so that the transition is made to selling value and not price. Each participant will receive training materials for review and follow-up. Preparation and Practice (role-playing) will be utilized during the training, and a **Personal Action Plan** will be completed to hold participants accountable. Goals and benchmarks will also be discussed for accountability measurement and follow-up to insure a return on your investment.

### Key Learning Points

- Improve the basic fundamental selling skills of participants and reduce discount percentage.
- Learn how to clarify reason for price resistance
- Understand the Power of Attitude
- Learn the three options to respond to price resistance
- Raise the level of confidence during a sales call.
- Increase profit to the bottom line
- Learn the options and alternatives used so a discount is not given
- Learn what justifies an adjustment on the price quoted.

The general components of the two hour Selling Value not Price Training Program that would be addressed are:

- Attitude is Everything
- Know your Competition
- Needs Assessment
- Features & Benefits
- Overcoming Price Resistance
- Trial Close
- Personal Action Plans