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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



Are you referred to as the discount king or queen? If so, that means you're selling price and not value.

What's value? The total package. It's not one thing, it's everything. If you take the time to uncover your customer's pain and let them know how you are going to fix it, that's valuable to a customer.

You also have to know all of the features and benefits of your company and use them to provide value. Your customer does not mind paying your price as long as they feel the financial investment will provide a solution to their pain. Stop discounting and start providing value to your customers!

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at ckutsko@ercnet.org.

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