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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

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Customers do not mind investing more in your product or service as long as they can justify it. That means you have to be providing a lot more than just a product or service. It has to be a solution that satisfies an existing need. You must get them to realize that they are going to get a bigger return on their financial investment with you. How do you do that? I'm glad you asked.

You must establish a relationship that addresses the age-old customer saying that "People buy from people who they Know, Like and Trust." You can achieve that by:

1. Engaging the customer
2. Conducting a thorough needs assessment
3. Identifying the customer's pain
4. Customizing the appropriate features and benefits
5. Reaffirming the relationship

Those are all price conditioning techniques that help sell value, not price. By following these steps, not only are you figuring out the best solution for your prospect but also establishing a relationship based on knowledge and trust.

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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