

Sent: Wednesday, July 17, 2002 7:23 PM

Subject: FROM SALES CONSULTANT SAM PARKER: VALUE + URGENCY = IMMEDIATE ACTION

Dear Aquathin Dealer OnLine;

in order to have the **strongest** position possible when we arrive at the negotiation stage of the sales process (whether we're negotiating price, terms, delivery, etc.) two factors must exist-- **value & urgency**... the more **value** perceived by the prospect-- the more buying **urgency** can be created-- the more negotiating **power** we have as the seller... value is primary but without urgency-- no immediate need to take action exists...

over the coming weeks, invest some time in evaluating your urgency points-- the reasons a prospect/customer should move forward today with a purchase rather than tomorrow... write them down and create value/urgency statements around them-- statements that can be used throughout the sales process to set the stage for a strong negotiating position-- you should be able to create at least two for your repertoire... then, practice delivering them out loud so they sound clean and natural when you first begin to use them in your sales discussions... key question to evaluate your statements-- "does this statement imply or directly communicate a significant gain [i.e. **save money with softened water using less soap**] or loss [i.e. **eliminate heavy metals, bacteria and carcinogens**] the prospect will experience by not moving forward now?"...

remember-- their **buying urgency** is created through logical evaluation (hard "that makes sense" facts) as well as emotional evaluation (they're excited about the purchase because of the personal benefits they will realize-- whether it's something positive that they gain or something negative that they eliminate)...

Warmest regards to all,

Sam & Alfie

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients.