

Sent: Tuesday, July 02, 2002 8:00 PM

Subject: FROM SALES CONSULTANT SAM PARKER--PRICE IS SECONDARY !

how to make price secondary

july's focus: effective negotiation

total sales days in july: **22** total in the third qu

Dear Aquathin Dealer... set prices or flexible prices-- whichever you may have in your particular sales world require: you sell the **value** of your product or service before price becomes a **true** consideration by your prospects and customers. to allow price to be a beginning point for a sales discussion can set an environment where identifying real needs and determining **real** solutions is very difficult-- not a sales scenario with a long term value to either side... over the coming weeks, make a deliberate attempt to bring specific price and cost issues into your sales discussions only **after** you've established your offering's value in terms of the benefits in which your prospects and customers have an interest... **do this effectively, you must follow the 3 major steps taught at Aquathin U. which are "eyedentify, listen, re that you COMPLETELY UNDERSTAND AND EVALUATE your prospective clients needs...note: the root of every sale is VALUE !**

if price concerns are raised early by your prospects address the issue immediately and directly, if possible, with a specific price range (a wider range tends to encourage more discussion) and then make an effort to bring the discussion back to identifying, confirming and meeting needs... (some helpful statements are below)

remember, price is secondary... the purchase of a product or service is only a consideration if it has the potential of delivering value to the customer **after** the sale is made... sell the value before the price... when it comes time for your negotiations (price, delivery, payment terms, options, etc.), you'll find a much better environment as you move to close the sale (and the beginning of a new customer relationship!)

Warmest regards,

Sam & Alfie