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January 2009

## Selling Value

As you are aware, in today's market, credit and capital are becoming a key component to business sales and growth. For over 20 years, Provident Capital Group has specialized in the telecommunications, computer, and security industries. We can help make you more comfortable with offering a financial solution and competing in a tough economy.



**Value selling** is an important sales technique that relies on building on the inherent value of a product or service. Because customers often use price as the dominant factor in a sales negotiation, sales pros need to demonstrate that sometimes the higher price is actually a better solution — a higher value.

### Value Selling — How Not to Sell on Price Alone

It's important to acknowledge needs and concerns, but spin it back into a value selling question and rephrase "price" as "value." If a customer says, "**Do what you can and get back to me with the best price,**" the response should be, "**I can understand your concerns about getting the best bang for the buck.**" Continue, by getting customers to elaborate on what "value" means to them with these value selling questions:

- Can you help me understand the criteria you look for in determining whether you're getting the best value?
- Let's put price aside for the moment. Help me understand how you define value.
- Tell me about the things that are important to you when it comes to getting the best value for your money.

Sure, value may still come down to price, but it is important for price to be one of many factors to discuss, not the only factor. What does value selling mean to customers, or in their case, **value-buying**? Several types of criteria come into play:

- Service
- Delivery
- Support
- Turnaround
- On-time performance
- Shorter lead time
- Ease of use
- One Stop Shopping
- Experience
- Turnkey Financial Solutions

GREAT VALUES THAT  
**Really Pay Off**

Remember, the most important factor in value selling is to establish factors that have a direct impact on the

customer's bottom line, otherwise, the sales discussion will undoubtedly regress back to price alone. By mastering value selling skills, you'll be a true solution-maker for your customers — not just an order-taking customer service rep. You'll become a confident value selling expert.

**Above Reference Value Selling: Getting Customers to Buy at a Higher Price by Paul Cherry**  
([www.salestrainingcamp.com](http://www.salestrainingcamp.com))

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*“The only way of finding the limits of the possible is by going beyond them into the impossible.”  
:::Arthur C. Clarke:::*

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