

Hometown News Online!

June 25, 2014

Words of Wisdom...



"A salesperson is an optimist who finds the world full of promising potential"

Jerry Dashkin

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Want A New Color Printer?

Xerox will give growing organizations a professional quality color printer for free - with no capital expense and no lease payments. In return, recipients purchase their supplies through Xerox's online store at competitive prices for a 3 year period. For more information, click on the link above.

Those that sign up through this link will be helping Sylvia's Children! Sylvia has a printer through this program for Sylvia's Children, and Xerox provides a discount to Sylvia's Children for each referral.

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HOW TO OVERCOME THE PRICE OBJECTION

"I think your price is too high." Ever heard that? Or, "If you can make it cheaper I think I can get the boss to say 'yes'". Or, maybe you've heard this "Your competition tells me they can give it to me cheaper." When you encounter those objections you have not done a very good job of selling value versus price. And, in fact, if price becomes an objection you, as a salesperson, has failed in demonstrating the value of your proposition.

Here are some strategies you can use:

1. Make sure you play your buyer's favorite radio station ... WIIFE ... What's In It For Me! The answer is not features but benefits. It can be ROI, it can be less work for the buyer, ... I'm sure you can come up with those elements.
2. The prospect's buying decision will be based on *perceived* value in relation to price. Make it clear. This will also allow you to justify the price.
3. If you pre-empt the price ... bring it up as a value ... you will minimize potential objectives.
4. Don't lose your composure ... be "cool".
5. Don't get angry ... waste of time!
6. And selling on price alone makes you vulnerable because you have nothing else to fall back on.

Here are some insights into price objections:

* It isn't the only deciding factor;

Where In The World Is Sylvia?



May 24-October 1 ... Farmers' Market, Butler Building, Aitkin, MN

July 19 ... Celebration of the Paul Bunyanland Trail at the Butler Building in Aitkin, MN

July 29 ... Tech Visit, Pontiac, MI
July 30 ... Tech Visit, Rochester, MI

August 4-8 ... SE Tourism Society Seminars in Georgia

September 13 ... Brewfest, Butler Building, Aitkin, MN

September 18-20 ... APTA Forum, Chicago, IL

September 21-27 ... Ireland

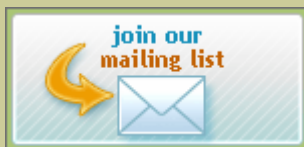
October 14-16 ... NRPA, Charleston, SC

October 19-20 ... Stafford Township Wine Festival

October 23-20 ... APTA Fam tour to Uganda

November 13-21 ... Uganda for Sylvia's Children

November 24-30 ... Fishhouse Parade, Aitkin MN



- * It covers a multitude of other reasons for not buying;
- * Every price is too high if you haven't established true benefits;
- * Remember people buy from people they like ... price won't be an issue if your offering has value and delivers based on their needs.

NEVER sell on price alone ... if you do you are doomed to failure because you have not developed a loyal customer and the next person with a lower price will get the job!

HOW MANY OF YOU HAVE A FOURTH OF JULY CELEBRATION? JUST REMEMBER WHY WE HAVE IT AND BE GRATEFUL FOR THE COUNTRY IN WHICH WE LIVE!

Have you bought a copy of my sponsorship book yet and/or DVD? If not, click on the left ... Sylvia's books ... and order. I guarantee if you follow the rules you will increase your sponsorship sales by a minimum of 10%.

Want a preview? Click here!

<https://www.youtube.com/channel/UCyR6vOJzxm7UmueLOkN9bNQ>

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