

## Value Perception = Sales

It's not what you say; it's how the customer perceives what you say that really matters. If the prospect perceives that it's all about you and what's best for you they will have no interest. If on the other hand "you" present a perception that the value is all for "them" then they will want to buy. If they perceive that the presentation is all about them and they understand its value to them, then the barriers and the risks are removed and the pathway to success is opened. There's an old song entitled "*Take the 'L' Out of Lover and It's Over*". Well in this case take the 'I' out of selling and replace it with 'U' which makes the emphasis all about the customer and they will want to buy. Here are some key elements from Jeffrey Gitomer, "*The Little Red Book of Selling*".

- 1) The buyer, prospect, or customer expects you to have the knowledge of their stuff to transfer that knowledge to the prospect/customer. If they sense that your approach is a sales pitch they will put their defenses up. If on the other hand they see you giving a presentation on their behalf and demonstrating value they will buy.
- 2) You have to know their industry not just your product.
- 3) You have to know what's new, what's next and not just your product.
- 4) You have to know the current trends not just your product.
- 5) You have to know their marketing (the competition's) not just your product.

We often feel that we need to "tell" our customer's all about our selves, our product and our company. This is a sure way to put anyone to sleep or send them walking down the street. Our job is to offer them solutions to their problems and the only way we know what those problems are is through the talent of asking open-ended questions. When we ask a well crafted open-ended question and become an astute and patient listener we uncover the solutions needed to solve their underlying problem or address their emotional needs. All too often sales people simply get excited and do a "product dump" or information overload. We hear clues from the prospect/customer and jump in with both feet into the conversation, providing way too much information and too little rapport building. In so doing we also often fail to identify what's important to the customer... that famous radio WIIFM "What's In It for Me?"

Differentiation. Customers and prospects want to know how we're different and why should they choose us. So often we simply want to compare ourselves to the competition rather than clearly differentiating ourselves. They want more than simple features, they want value... for them!

So to simplify the process...assuming that the prospect/customer has a genuine need or desire all we should need to do to make the sale is;

- 1) Answer their need;
- 2) Demonstrate ideas that benefit them;
- 3) Clearly establish how we are different from other companies both ourselves and our products;
- 4) Clearly show the value.
- 5) Create a sense of trust in you the representative.

Good Luck in demonstrating value for your customer/prospects.



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