

The one single response you can use to stop the customer in their tracks when they are shocked at your price

This has to be one of the most used buying strategies in the history of buying and selling. Try using this response the next time you are presented a price on something you are buying and see what happens. What do you do when someone is shocked at your price? This lesson will give you something to come back with.

The best story I have ever heard is from a buyer who claimed he could get a sales person to lower their price without saying a word. He said he was able to perfect his "price shock" strategy by practicing on his way to work every morning.

What exactly is "price shock?" It is a simple facial expression that says, "Your price seems high!" Well-trained buyers are taught to use this strategy with exact precision.

When a buyer is looking at your initial price they are taught to wrinkle their forehead as if to say "you are much higher than I expected!" This is designed to immediately put you, the presenter, on the defensive. The sad part is, it works most of the time. Even if you have a close relationship with the buyer, you may misread it as a sign that you should lower your price to get, or keep, the business.

Work on your own price shock until you can perfect it. Every time you buy something act surprised at the price. Watch closely how the seller reacts. Whenever you are given a price on anything, act slightly surprised – watch carefully how they respond. Simply say "the price seems a little high", or "I am sure this is a great product, however, your price seems a little high", or "I was

thinking about buying a new boat, however, your price seems a little high!"

What about when someone is shocked at YOUR PRICE? What should your reaction be? There are four responses you can use for this powerful strategy:

1. You can be weak, give in, and lower your price. They won. This is what most buyers expect, especially from an amateur.
2. You can be shocked at their shock. This is designed to neutralize the strategy. The customer is shocked at your price; you are shocked at their shock. Seems a little strange to use at first, until you see how well it works. This throws the shock right back at the buyer and you have now put the buyer on the defensive. Then stay silent. Do not provide an explanation. It is the buyer's turn to make the next move!
3. You can use the "Feel, Felt, Found" reply. Here is how it works: "I understand why you feel that way, everyone I talked to so far today felt the same way, until they found out that the market has gone up since last week."
4. You can justify your price rather than discount it. This is an extension of number three. "I understand why you might feel that way, everyone I talked to today felt the same way, until they found out what is included in that price." And then begin to list the additional benefits that are included, which makes the price seem smaller and smaller.