

What is the number one reason 70% of all sales people cut their price before they are asked?

If you are always on the defensive by thinking that your prices are too high, this lesson will shine some light on what you should do.

Do you volunteer to cut your price without being asked? Seventy percent of sales people do!

That's right! Seventy percent of salespeople will volunteer to cut their price without being asked. When a salesperson needlessly cuts price, they're liquidating their company to benefit the customer. It is your customers responsibility to get the best possible price from you, and it's your responsibility to sell your goods and services at maximum profit.

In the real world it is necessary to make price concessions, however, we should be aware of doing it and not lower our price out of habit or fear.

The reason sales people hesitate to ask for what they want is fear of rejection.

Don't fear rejection.
Don't worry about making the customer angry.
Don't be immobilized by your own timidity.
Don't have negative thoughts that will set you up for failure.

If you don't make the request the customer is already ahead!

You've made things easy for them! They made the pitch and you bought it! You've eliminated the possibility that they might say yes or agree to a compromise solution that is equally desirable.

If you are dealing with a person who is not afraid to ask for what they want and you have only a vague idea of what you want, it is like going into a gun fight with no bullets in your gun.

The essence of selling is to make your request loud and clear so the customer hears it.

Don't be afraid to do just that.

Don't be embarrassed to ask for the business.

The compelling attitude of unshakable confidence and positive expectations on your part is the result of a feeling in your heart that what you have will benefit the customer.

As our conscience guides us in conduct, so does CONFIDENCE intuitively steer our course at the close, directly to asking for the price. If from the time you made your original approach you were careful at each step to ask the buyer questions which indicated your progress, questions which built up favorable admissions, which committed the buyer to positive stands for your proposition, it is then harder for that buyer to begin backing up when you start closing than it is for him to go forward. . .and easier for you to keep him moving than for him to start back.

The next time you have an opportunity to watch a new sales representative under fire, observe that his or her inexperience is most evident in asking for the price they would like to get.