

PRICE CONDITIONING

DON'T WAIT UNTIL THE END OF A GREAT PRESENTATION TO FIND OUT IF THEY CAN AFFORD IT

Cost is almost always the greatest OBJECTION TO CLOSING A SALE.

So, the age-old question was, “When do you start your price conditioning with a prospect?”

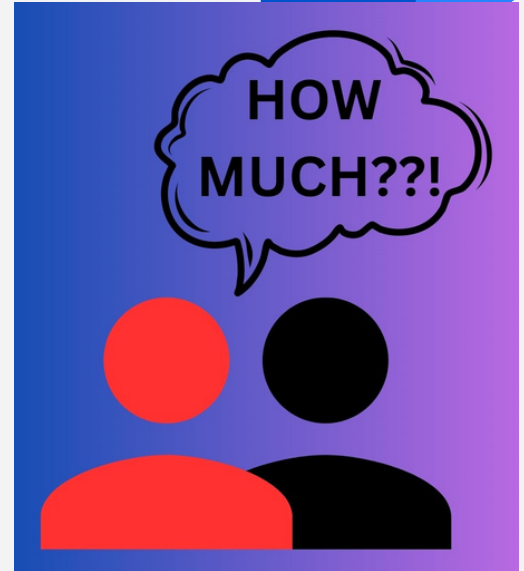
Leave it until you have built up their desire?

Mention it after you’ve presented your products?

The question today should be, “why wouldn’t it be a very integral part of your ENTIRE sales process?” – starting with the marketing.

In my humble opinion there are three places in the sales process where we ought to be price conditioning.

- 1 Marketing
- 2 Appointment setting
- 3 Presenting



HAVE YOUR PROSPECT FIGHT FOR THE APPOINTMENT

Marketing

If your marketing is bringing in skint (if you’re in any doubt – skint means ‘no money’) people you will NEVER close the deal. So why attract them in the first place.

When people see your advert – what do you want them to think?

I want them to think, ‘I want that’

They WANT it - even before they know the price.

Then I want them to think, “It’s not cheap quality”

My ‘ideal’ prospect are NOT responders of the left list. The words we use influence a certain type of response. Who are your adverts pulling into your sales pipeline?

Look at the following words used in advertising.

Hurry while stocks last	Bespoke
We'll beat any quote	Highest quality
Cheapest deals ever	Limited quantity
50% off	One off design

Appointment setting .

This is one of the most wasteful exercises in the entire sales process. So it's vital you price condition during the appointment setting phase. With just a few well chosen questions whilst developing rapport - you will save thousands of pounds.

I don't go on appointments until I know FOUR things:-

- 1 They want it
- 2 They need it
- 3 They like me
- 4 They can afford it

You can find out all these factors with careful questioning

Download my PDF on Appoitnemtn Setting

If cost is the most objectionable reason prospects do NOT go ahead with the sale - isn't it fair to think Price Conditioning is really important?

By the time we get to delivering a price, our prospects ought to think we are offering incredible value. Physcologically we have conditioned them to expect a price much higher than we're delivering.

- Never be the cheapest
- Never just drop the price
- Never have hidden extras
- Never push the 'close'
- Never lie
- ALWAYS be open & honest

Presenting

Your presentation should NOT be a dialogue of the old fashioned Features & Benefits selling.

Involve the prospects, ask them pertinent questions:

What is the best outcome for you?

Why is this important to you?

Can you see the advantages of...

Before I start to present my products in a really powerful way - I kill off the competition.

Demonstrate the competitors products and show their inferiority.

Then say - smiling, "I have to ask - would you seriously consider any of those?" (Be quiet)

Once they answer 'On, no Lawrence' - I am now their only solution.

At this point I do NOT move on until they agree they wouldn't even consider any other options. I will even leave their house if they still think the competitors product is a viable option - I'll never close it.



LET'S DO THIS RIGHT

BEFORE I start to present the product - I want them to feel safe - that their hard earned money will be well spent - I cover all of the guarantees and say, "You'll never need to claim on the guarantee, but hopefully (nod your head) it gives you peace of mind" They have to agree at this point, then I say - "Makes sense don't it?"

Your presentation should satisfy all of the prospects needs, expectations and questions. We should be comfortable knowing that we gave them a rough idea of price at the Appointment Setting phase. This presentation is all about building their expectations of the products value. I still want them to think I am going to go way over the price I mentioned on the phone. I will show them the product - let them touch and feel the stuff - build their expectations. I will show them before's and afters of properties just like theirs - visually selling it. I will give them colour samples to go walk around their house - physically see it done.

When I draw my presentation to a close and just before I deliver the price - I ask, "What do you think - do you like it?"

Next BIG question, "Other than cost, is there anything that would prevent you going ahead?" Once I get a 'No' I measure up and deliver the price.

DO NOT just deliver a price though. Re iterate everything they're getting, go over every aspect you've explained and when you do give a price - it should be a compelling offer.

Do this right and you ought to get a 80/20 acceptance rate.

Until next time.

Lawrence Laidlow



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