



Don't lose a sale on price again! Ever! (1)

Why do we buy one thing and not another?

How do you make something, or someone truly attractive to a client?

There are 4 answers to this question:

- 1)** You demonstrate value (what is the benefit to the client)
- 2)** You show that other people like it (if others like it, it must be good)
- 3)** You make it clear that it is scarce (get it now before anyone else gets it)
- 4)** You make the client work for it (it doesn't just drop from the sky!)

In this article I am going to talk about the concepts of value and how to relate to customers about value. In future articles I will address the other factors.

We buy things because we believe them to have value to us; we buy "benefits" or value.

Value doesn't just mean, monetary value, it can mean whatever is important to us at the time.

- "We can get it today", can be a value to us.
- "It will make the neighbours jealous", can be a value to us.
- "It is installed by beautiful people in skimpy uniforms", can be a value to us.

Lets say I am a customer of a fashion manufacturer, a purchase manager for Myer for example. I am sourcing women's fashion for two different departments of the Myers stores. For one department I need very high quality unique and striking pieces, and for the other department I need high volume, one size fits many, casual day to day wear. For the first department, the highest value the manufacturer can offer me is that the pieces are unique, eye catching, of very high quality and unlike anything David Jones has available on their racks. For the second department, the highest value I am looking for is that you can supply a constant reliable and endless supply, I don't ever want to racks to be out of stock of a size or model, and the quality doesn't have to be incredibly high, as long as it is absolutely consistent. Whether or not the garments look similar and similarly priced to those David Jones has hanging around is a secondary value to me. In both those scenarios I would be prepared to pay a higher price for garments that meet exactly those "primary" values.

So how do you give me that confidence? How does a customer become convinced that a supplier will indeed deliver exactly what he needs?

First and foremost I (the customer) has to know that you (the supplier) really and truly have heard my concerns, and understand what the primary values are I am looking for.

This is why to sell yourself and your business; you need to add the following 6 words to your sowing kit:

What, Who, How, Where, Why, When.

Stop telling customers about yourself and start practicing asking questions.

Questions starting with those 6 words:

- **What** are you looking for from us for this project?
- **What** are your challenges in this project or business, and **how** can we help you overcome those?
- **Who** do you know that our service or product can be useful to?
- **How** can we make sure that we give you what you need?
- **How** can we help you achieve your goals?
- **Where** else can we be of help to you, and **what** do you need from us there?
- **Why** are you looking for help at this moment?
- **When** do you need us or our product by?
- **Where** are the bottlenecks in this project for you?
- **What** else can you tell me about that?
- **Etc**

Now, stop, listen to the answers, and ask more questions.

Open and Closed questions

Have you heard of “Open” and “Closed” questions?

The next thing to practice is never ever to ask a closed question again....EVER....

Closed questions are questions you can essentially only answer with Yes or No.

A closed question goes like this: Do you need these garments delivered as soon as possible?Yes of course they do! The answer doesn't help you or the client.

Another closed question would be: Are you looking for high quality? The answer again is obvious and doesn't help anyone. These are Statements with a question mark behind them, they don't elicit useful information and they don't give the customer the feeling that you are listening to him or her.

Listen to yourself and observe how often you ask Closed questions, now practice to ask open questions of your clients, and listen, listen, listen.

If a customer can hear you listening to all his concerns and you proceed to demonstrate that you have heard everything he says, you will be miles in front of all the competition. If the customer feels confident that you will deliver all his values, the money will not be an issue!

**It has been said that we have two ears and one mouth.....
do you think there is a message in there somewhere?**