

## A MISERY OF CHOICES

Those who follow the crowd usually get lost in it.

Rick Warren, *The Purpose Driven Life*

Do you stand out from the crowd or do you blend in with all of the other faces of salespeople on the canvass that hangs on the buyer's wall? Are you lost in the morass of supply alternatives? Today, buyers have more choices for alternatives than in the history of supply and demand. The Internet has opened a Pandora's Box of supply alternatives that gives buyers a misery of choices, in multiple colors, and myriad sizes. In my recent Google search for industrial distributors, it took 0.15 seconds to yield 11,900,000 results. How can you stand out in that universe?

We know that complexity in choice encourages buyers to opt for simplicity. That is why less is more when it comes to messaging. Buyers must understand immediately, clearly, and simply the *value* in your value proposition and the *uniqueness* in your unique selling proposition. Otherwise, when buyers face complexity in their decisions, they choose the simplest path—price. What easier way is there to simplify a buying decision than to make the decision based solely on price? If you fail to communicate your value and your uniqueness, you are aiding and abetting the price shopper.

Identifying your value proposition for each individual customer and your uniqueness in the marketplace must be your priorities in customer messaging. If you are unprepared to answer this question, “What are your definable and defensible differences?” there is an urgency to discuss this at your next sales meeting. Price shoppers and price sellers depend largely in your inability to stand out in the market. If buyers do not perceive a penny's worth of difference between you and the competition, why should they pay a nickel more?

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Author byline: Tom Reilly is a professional speaker and author of twelve books. Tom is literally the guy who wrote the book on *Value-Added Selling* (McGraw-Hill, 2010), the book that started the value selling revolution. For more information on Tom's presentations, training, and products, visit his website [www.TomReillyTraining.com](http://www.TomReillyTraining.com) or call his office, 636-537-3360.