

HOW NOT TO PRESENT YOUR PRICE

Over the Christmas break, I bought some new tires for my SUV. Since I did not like the ride or performance of the old tires, I wanted to upgrade to a different style, brand, or installer. I began my research by talking to several sources.

The first person I talked to was helpful but created some doubt about the value of their brands. He said to me, "The Michelin is the best tire for that vehicle, but four of those is a house payment." I was amused at his off-handed attempt at humor.

Why would he assume that I would consider the price for the best solution to be out of line or beyond my means? Salespeople should never apologize for the price or assume the buyer cannot afford to pay the price. It is self-defeating and sounds defensive. Frankly, I did not think the price sounded high until he told me it was high. Then, I took his word for it.

Next, he began throwing so many options at me that I found his presentation confusing. Confused buyers rarely purchase. Most of us can handle about three options and that is it. Too many options offer a misery of choices and make the seller sound indecisive about the best solution.

I took my money and confusion to a specialist. He listened to my concerns, repeated what I told him in a way that demonstrated his understanding of my needs, researched the options and called me back with a specific recommendation. I bought. I really do not know how his price compared to the other guy but did not care because he made it easy to buy. By the way, the ride on these new tires is awesome! I could not be more thrilled with the solution.

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 or call his office, 636-537-3360.