

VALUE-ADDED SELLING PARADOXES

Paradox: A seemingly contradictory statement. For example, less is more or don't go near the water until you learn how to swim.

Value-Added Selling is a content-rich message of hope. Because it is content-rich, its depth challenges us to think in ways that at times bend our comfort zones. When we study Value-Added Selling paradoxes, a number of first-glance contradictions surface.

Value-Added Selling is more about making a difference than just making a deal. Value-added salespeople focus on making a difference in someone's world. If that becomes their focus, they will have all the deals that they can handle.

We succeed by helping others succeed. If a salesperson's primary focus is helping customers succeed, that rep will enjoy all of the success that one can imagine.

We capture value for ourselves by creating value for others. This is fundamental to implementing a Value-Added Selling go-to-market strategy. As salespeople create value for others, they get to participate in that value.

Price objections are a blessing, not a burden. When buyers object to price, they are raising money as their primary decision variable. Value-Added salespeople welcome the opportunity to have conversations about the financial impact of their solutions on customers. Money versus price is always a bigger and better conversation to have with customers.

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.