



Sell Value, Not Low Price

Improve your sales with value based on quality and service. Customers will pay up to 14% more for quality and 10% more for great service. Your Value Proposition should state the unique service or quality that separates you from the competition and your ability to obtain a better price.

Creating a value proposition can be achieved with the following basic business activities.

Become a trusted advisor. Provide knowledge (quality) about your products, your industry and the ability to help the customer resolve their problem. Validate your trusted advisor relationship with integrity offer accurate information on products and services.

Understand the customer's situation (service). Listening to your customer, don't be in a hurry to sell a solution before you have a clear understanding of what the customer is trying to tell you .

Be easy to deal with (service). Be flexible and creative allowing adaptations of products and service. Partner with customers in creative problem solving. Many innovative new products were invented as a result of solving a customer problem.

Confirm the proposed solution (quality). You offer great service and quality so you can reduce any perceived uncertainty the customer may have by offering no hassle return policy, guarantees, warranties or exchanges.

Reinforce the relationship (quality). Ask your customers simple feedback questions about delivery of services or products. Asking customers will reinforces positive experiences and help you to immediately identify and correct any complaints, thus turn a potential unhappy customer into a happy customer.