



## **YOUR QUOTE IS TOO HIGH**

### **How many times have you had a client say ‘your price is too high’?**

It’s a tired line that customers have been trained to use, hoping that you will pull back on your margins.

Lowering the price to win the job is exactly what most ‘order takers’ will do. An educated business person knows better and does not lower their price, unless the client changes the job specifications.

It may seem daunting to hold firm, especially if the client has said you came in higher than two other quotes. However, hearing ‘your price is too high’ simply means that you have not done your job as a salesperson. Plain and simple, you have been lazy and have missed some very important steps in the sales process.

The number one rule for sales is to qualify your prospect. If your business is not a ‘cheap and easy’ type business, you need to ensure your marketing projects the value and quality which better reflects your work.

This means your client will value quality, timing, professionalism and security over ‘the cheapest’ quote in the market.

Keep in mind, most clients can’t really negotiate on your trade or your work as they are not experts; the only thing they can negotiate on is your price so they become very fixated on this.

Having a quality website, testimonials, professional marketing material reflecting exactly the value you provide can do a lot of the ‘heavy lifting’ with client negotiations; filtering out the wrong target market and attracting the correct target market to your business.

Knowing your target market, their hopes, dreams, aspirations, their buying processes and what they value will put you in good stead to win the business with the correct profit margins intact.

For assistance with your marketing plan, contact Acclaimed Results for a no obligation marketing and business consultation.