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March 2020 Monthly Sales Tip

Value Is The Relationship Between Quality And Price As Perceived By The Customer!

We've all been there before, face-to-face or over the phone, when a prospect or customer says, "Why should I buy from you?" Or, "Tell me more about what you do." Or even, "I'm not familiar with your products!" And finally, this one... "Give me your pitch!" Man do I hate that one. How about you? The last time I heard that, I responded instinctively with, "I'm not pitching today, I'm catching!"

I just don't get it. All Sales Professionals hear these sayings from our customers every day in their sales career. Why then haven't we created a response so the customer perceives value? You think? Sorry about that. I can't help my frustration sometimes as I see salespeople fail consistently on trying to deliver a Value Story. Especially when it may be the only opportunity to meet and talk with the decision maker. It's time to "Speak Up and Sell!"

How good are your sales pros in communicating your Value Story? Do they deliver a consistent message with benefits, providing insight to the customers' business that they may not have considered? Do you have it documented and do you modify and tailor it by market segment and/or product or brand category? I could go on and on and on, so let me save you some time and misery. **Sales Leaders, try this simple test. Ask each sales rep, one-on-one, "Why should I buy from you?" Watch and listen to how varied the responses are.** Is this how your customers hear your Value Story as the reps "pump and dump" or "stumble and fumble" or "sling and fling" to see what sticks? Today, you must rifle your Value Story as you may only have one bullet left in the chamber, so make it count and hit your target customer in the bulls-eye!

Alright, enough of these slogans and analogies. Let's get to it! What is value? For as many people as we survey, there are as many answers to this question. Value is in the eyes of the beholder as you've heard countless times. It is perceived, but its perception is based on the other person's ability to communicate that perception. So, I ask again Sales Leaders, **"How good are your sales pros in communicating your Value Story to prospects and customers?"** Sounds like it might be a perfect time for a little "sales bootcamp" on some sales fundamentals!

Here's a simple formula you can use to structure your Value Story and bring some consistency to your message. First, select the product or service offerings that are pertinent to that account. When you talk about them, do so from the customer's perspective, like how efficiency, safety and productivity gains can impact their performance

and profitability. Next, communicate how your company, quality and service can grow their business as well so they experience the comfort, satisfaction and security of working with you. Lastly, if all else is equal or comparable, there's one differentiator left that the competitor doesn't have...and that's **YOU!** That's right, **YOU!** It's your job to provide the right value so the customer perceives a Win/Win and continues to do business with you.

Please join us on March 27th in Dayton for our next Level 1 this year. You'll develop a Value Story specific for your business as well as a sales plan for a target account you want to sell. Sales Leaders, you'll never have to worry about your sales team responding to, "Why should I buy from you?"

Sounds so simple, doesn't it? Try the test. See and hear for yourself! Then use the formula for value and develop your story. If you need help, give me a call and in 20 minutes, we'll develop a Value Story that works for you. No kiddin'! Why don't you give me a call and put me to the test?

Good Luck & Good \$elling!

Bob Butler, TSP
and the Butler Learning Systems T.E.A.M.
Together Each Achieves More

**Send your information, ideas, thoughts and suggestions
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