

Reasons why it is not good business to LOWER YOUR PRICE

1. Once you have given a discount to a client, the same client will always push you for discounts. It makes price negotiations that much more difficult.
2. Once you set a lower standard for what your client will pay, you lower PERCEPTION of yourself and business. Building a sustainable business is hard work, why discount your BRAND?
3. If you cut your price to one client, other clients could very well find out?
4. Once you devalue your price benefits and solutions, clients lose a form of respect for you and know you are an easy target.
5. Lowering your price once you have quoted has trust issues, the client will think that you have been ripping them off in the first place.
6. As you know reducing your selling price by 10% means that your gross profit is reduced by 33%, many people find this hard to believe, do the sums to see.
7. When you lower your price, THAT DIFFERENCE in Rands has gone forever.
8. Clients who buy only on lower price will soon leave you as soon as a competitor offers an even lower price.

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9. Selling on lower price, which means lower GROSS PROFIT, will very seldom (if ever) provide the business with the required profit to reinvest into the business to aid growth.
10. Remember anyone can win a deal, sell a deal by discounting, so is your POSITION Redundant?
11. Remember clients do not buy anything they INVEST?
12. You must use great questioning and sales techniques to close the VALUE GAP.
13. Remember the ABC of selling, if you have been closing throughout your contact and presentations to your client, and you obtain agreement on your solution and show value to your client, price will not be an issue.
14. Remember the ABR - Always Building Relationships.
15. PRICE BECOMES THE ULTIMATE DECISION FACTOR IN THE ABSENCE OF DIFFERENTIATION! Do you know what your differentiation is?
16. MOST PEOPLE LACK SELF CONFIDENCE TO OVERCOME PRICING OBJECTIONS! DO NOT BE ONE OF THEM?

Winners prepare to win, Professionals plan to win, The Committed expect to win.