



Value Selling

It amazes me how many sales people do not sell value like they could or they should. By value, I mean “worth or importance, or usefulness of something to somebody.” (Encarta dictionary) It focuses on the main question which people ask every day when they buy things: What’s in it for me? If I spend this money, what value to I get?

Sales wizards have a clear understanding of the answer to these questions and are able to clearly present this to each customer. Average sales people don’t fully understand why people would choose to buy their products or service over other ones. Of course if the salesperson doesn’t fully understand, the customer won’t either.

To succeed in sales you must know your value proposition, and be able to present this to the customer clearly so it meets a need that you have identified they have.

Let’s have a look an example of how this works:

‘Let’s say you sell widgets. The widgets you sell are different to other widgets on the market. In order to sell your widgets, customers need to understand why they should buy your widgets. Is it cheaper? Are they new and improved? Are they better quality? Do you have after sales support? Do you provide a money back guarantee?’

If the value in your solution to a customer’s needs is perceived to be greater than the cost (or investment) then there is a good chance the customer will buy your product or service. Be careful if the only reason why people buy your product is based on price as there is always a strong possibility that someone will underprice you. In this scenario, margins are cut and profits can tumble. Customers often associate price with quality so you must be careful. The lower the price; the lower the perceived quality in most cases.

Here are a couple of questions to help you gain clarity on what it is you offer that buyers need to know: *(If you have multiple products and / or services you might consider doing this for each one)*

- *By buying your product or service, how will this improve my life?*
- *Why should I buy this from you?*
- *By spending this money, will I get any satisfaction guarantees?*
- *What advantage is there to buying from you now?*
- *Can you show me how the benefits far outweigh the costs?*

If you can answer all of these questions with clarity, you are well on the way to becoming a sales wizard. Good luck!

Written by Blake Beattie

Blake is a director of Inspire Consulting and the Life Changing Experiences Foundation. Through coaching, speaking and training, Blake has provided long term, sustainable solutions to a number of different organisations throughout Australia, America, Canada and New Zealand. Myers, Telstra, the Australian Swimming Team and Community Aid Abroad are just some of the organisations that have benefited from Blake's work over the last few years.

Blake is a qualified teacher, actor, timeline therapist and NLP practitioner and is currently completing a Masters Degree in Business Administration. He has been a National Speakers Showcase finalist and was nominated for the Yale World Fellowship Program. Blake has managed highly successful teams, has spoken to audiences of up to 15,000 people in a day and has featured on Australian radio and television. Blake recently spoke aboard the Sapphire Princess, the largest passenger ship to ever come to Sydney and was also awarded the Summit Leadership Award presented at Parliament House.



Blake delivers results. He is a dynamic and passionate speaker who connects with any audience to increase productivity and improve performance. For your next conference or event make sure you choose a speaker that provides lasting sustainable change – look no further than Sydney born speaker Blake Beattie.