

Value and what value is?

Frequently sales training is developed for business to business sales efforts. Very little sales training is developed for business to consumer. An overwhelming amount of sales efforts happen and closed daily within the business to consumer arena. It is crazy the sheer number of these businesses that do not invest in sales training. Some types of business to consumer sales are but not limited to real estate, automobiles, trade services, and retail stores such as Hardware stores, Penny's, Sears, Appliance stores and Electronic stores like Best Buy. In recent times large Home Center stores like Home Depot and Lowes have sprung up.

With the addition of large home centers opening up it has forced the need for higher education in the trades and some retail stores to offset the high volume low pricing structure of these home centers. This change started long before home centers became a passing thought. Less than 60 years ago retail store fronts lined up the downtown streets of every village and city. A Sears store could be found right next door to the local barbershop located on Main Street.

In the 1960's an idea came to fruition. That idea was to build a large facility to house many retail stores. The concept was a simple concept and that was to put all the stores in one major area that would be convenient for the shoppers. These large facilities became known as Malls. Then larger complexes were built and called Super Malls. This is the time where the smaller store fronts on Main Street started to lose favor with the American shopper. This is the time that started the "I want it now shopper".

Business within the business to consumer market started to change and those who could change and embraced the change could be successful. Those that avoided the change and thought of it as a passing idea lost out on the opportunities. Forced to move locations or close the doors many of the old style of business became a thing of the past places like Woolworths 5 and dime stores, Ben Franklin drug stores and the likes are fading memories. They could not and did not change with the times.

What is even more amazing are the businesses of today that are not interested in the past and learning from the mistakes of others to increase their business of today. The organizations that are investing in sales training for their employees will enjoy the fruits of their labor and be more profitable than those who refuse to move towards the new business model.

Consequently those organizations that do invest in sales training typically are more open minded to new ideas that are not really that new. Ever since the Industrial Revolution sales training has become relevant and necessary. Whoever could communicate and express their vision and ideas to convince a buyer the best won the right to do business with them. This concept still holds true and fast in today's world market.

One of the core values of selling is too build value with the buyer. This leads to the question of what is value. How do we build value? Who determines value? What will value do for an organization? How will value affect a consumer? How do I a sales person discover what is value? How will value influence the sale?

Almost every time a sales person turns around someone is telling them to build value or build more value? What is value? What does more value look like? Can anyone describe what value is? Whose description of value will we discover valuable?

Commonly heard are phrases that are defined by the organization; use me because I am in actual fact really good at what I do? I have been in business forever and look at me because I am certainly really good. Look at all my trucks that I have on the road I must be very good. I am the top rated person in our company use me because I am great. Look at all my awards and that means I am exceedingly special and really good.

Then comes the famous replies like; our company invests in back ground criminal checks so that you know we send you an honest non felon to your home. Our people will not steal from you because they have had background criminal checks. We are a drug free workplace and have random drug and alcohol tests use me because we are really good and will send a reasonable technician to your home that will not be drunk or on drugs. I expect you to send me an honest, non felon, on drug addict to my home. If you must tell me you do this I must question your decision making process.

Next to arrive on the scene pretending to be value are these kinds of ideas; use me because I am flat rate and you know how those time and material shops pad their bill with extra time. Use me because I am time and material and we know flat rate companies charge way more than they should and like to rip you off. Use me as I charge a fair price for great work. Organizations want to throw in as a reason for value is the cost of doing business. Consumers do not care about your costs of doing business that is your problem and not theirs. Learn to control your costs of doing business. What else can you give the client that will make each client feel special and in their best interest.

Blah Blah Blah nothing but garbage in and garbage out regurgitating the same old tired story lines singing the same old song with no real message that concerns the customer. Same old song and dance looking for a live band playing music that we want to hear and cannot find.

What is value? Value is not perceived by the company or by the employee. Whatever you think it is stop right there and now is the time to stop guessing. Value is the perception of the customer. It is whatever the customer believes to be of value and valuable to him or her. Value is different to and for each customer and person. A husband and wife may have different perceptions of value.

How will a service technician discover what value is to the client? There is only 1 way to discover what value is to a client. Ask the client. Mr. Client what is your perceived value? That is not how it works. Your questions will guide you to the answer. The question you ask are determined by the responses your client gives. The perceived value may come from small talk that will give you an indication of predictable behavior.

The sales person may discover that the real value has nothing to do with you, your company, or your product and service. You may discover the value in a story the customer tells you. There are no smoking gun or mirror to give you value. You gain what the customer perceives as value by asking questions and listening to the customer turning him or her into a client.

Another way to discover perceived value is to discover the client's motive to move with an action today. A product that is broken and not working properly may not be enough of a motive to make the necessary repair or replacement of that product. The sooner a service technician learns this the more effective he or she can be with a client. However frustration of the product failing and costing money may be the proper motive, a friend or relative visiting may be another type of motive to move forward today. Asking the simple question of John what is the reason you want to take care of this today can and will produce the real motive to making this a thing of the past. It will also provide the sense of urgency to get this completed today.

The way a sales person communicates with a client expressing terminology and information that is concise and easily understood can affect the perception of value and what is valuable. How you pass ideas from you to the client that will and can influence and guide a client to a wonderful decision today is of value.

It is the time to stop guessing what value is and start asking your clients what value is to them. It is time to stop passing off what you think as value and start giving your client the value they perceive. It is time to give your client an enjoyable ownership exchange. Now go out there and discover what true value is to your client.