

Why should I buy from you

Research helps to discover different ways to answer this very question and many other questions. I belong to LinkedIn, Facebook and other internet sites and it has been a very good experience for me. I have asked many questions and have had quite a few responses from people across the planet. We all want to think our special areas of work and clients are different. What I have discovered is; people are people and they have the same questions and have similar responses and feelings. When I posed this question to the group; here is what I discovered.

Clients do not care about your overhead that is your company's problem and not the consumer's problem. Why your overhead is so high is your problem and to use that as a reason prices are high, passes your problem to the consumer. It is time to start using viable reason to use you to make your client's predicament a thing of the past.

Remember other people can do the job as well as you whether they are licensed or not and to make a bold statement that you will be doing it correctly and implying others will not, is and can be a lie. To state that another cannot be lower than your price or the customer cannot get it for that price and they do get it for a lower price than you, you become a liar. Start today and use the positive things about you and your company that will drive the reasons why you are the best person to do this for your client.

In other articles I have mentioned several times that we need to make a list of why more people use you. Write everything you do that separates you from other companies. License, insurance, and bonded are not reasons to use you as every other legitimate construction company out there has these same items and that does not separate you from them. However an extended warranty that is over industry standards will separate you. Service contracts separate you from the competition. Whatever the service contract provides is a reason to use you for this particular task. Booties, journeymen licensed technicians, experience, any awards that you have received, arriving on time, available and ready to do the work, having done this very type of service hundreds if not thousands of times and that makes you an expert are some other reasons to use you. Standing behind your work with proof that you do is always a wonderful reason to use you. Start today stating the obvious reason to use you and stop using what others will not deliver as a reason.

Another way to discover what your clients like about you is to ask him or her to write you a letter informing you what each of them enjoys about your service, product and company. Use those items as reasons why more people use you for this very job. Many times we state items that are important to us

and those reasons in reality mean very little to your client. The letters are for you to discover why people use you.

When you receive a question of why should I use you what you are being told is you have not given the client their perceived value of the job. Never be afraid to ask the client what they are expecting from you then proceed to exceed those expectations. The dollar amount outweighs what the client is getting at this time. When you live by price you die by price and it requires you to alter your mindset to align with the client's mindset and deliver the perceived value. This will allow the dialogue to saunter past price and guide it towards the service, product and value the client received from you.

Have you ever purchased a product for less only to return it due to premature product failure spending more money and time to get the right product? This is a great way to clarify why the price is the way it is. Powerful and revealing true stories that the client can relate and understand using real names will surprisingly give the client relief and help justify in their mind the dollars spent. People buy on emotion then use logic to justify the emotion. Help give them logical reasons to use you.

Often owners want their service technicians to inform the perspective client about their license, insurance and costs of doing business. Next spewing from the mouth of the technician is the proverbial number of years the company has been in business which is no longer relevant in today's economy. No one knows for sure who will be in business tomorrow yet alone in 5 years. When you talk to the client about the costs of doing business and the overhead is high changes the concern from a price to a red flag and he or she must decide if you will be in business due to your overhead in a few years. Buyers really have little interest in your overhead and may take this message as poor decision making skills with your business. A question is now raised and with bad decisions by the company and could the technician be a bad hire?

What is relevant to the client is the truck that is parked outside their home, the service technician, and the parts in the truck. Those items are necessary for the repair or replacement of the problem/ issue in the client's home. This is the only costs of doing business that is relevant to the client at this time.

Taking the necessary time to get to know your client is essential in gaining trust and rapport. The conversation taking place will give information to the client's perceived value along with their wants and needs. The conversation will give you information with communication and how you will need to communicate with your client. With this discovery you will discover if technical data is necessary or if plain simple language describing the benefits to the client is enough information. This transforms the

presentation from telling the client to informing the client. The client is more apt to listen to information more so than telling the client what is good for him or her.

Remember it is not what is said that turns clients off it is how it is said, start having your clients tune in turn on. Often the client feels inadequate due to the terminology used. The terminology should be easy to understand and expressed in terminology the client understands and can relate to easily. Building a relationship through communication allows the service technician to bond with the client. Purely building a professional relationship with a client is acceptable however it can be lost if another service technician builds a professional and personal relationship that strengthens the emotional buying patterns of clients that is supported by logic. Help to make it easier to use you by transferring ideas that are concise ,precise and comprehensible.

The time is now to start building a relationship that drives the want to use you for this task instead of a client asking you why he or she should use you. The reason to use you and your company should be obvious to the client when the client feels that you are the expert and will deliver on the promises made. Start discovering why clients want to use you for work by asking the client why he or she chooses you to do the work today and in the future. Start making a detailed list of why more people use you for this work. It is time to start having enjoyable ownership exchanges and experiences with your clients.