

Your price is too high

How often do you hear those words or words similar? Ever wonder why the client speaks those words and in the tone they are spoken. Why are these words spoken and what do they really mean? What lead the client to speak them and how did the event arrive at those words?

Many service sales technicians have little or no idea what events occurred to allow the conclusion that price is and was an issue. Today is the right day to start discovering the reason why and how the events occurred and to learn a different way to a fantastic sales system.

Discovering why price becomes an issue can be difficult for many service technicians. The reason for the great difficulty, the service technician must take a very long hard look at himself or herself and the system that has become their process and how it is failing the customer.

Sales gurus claim to build value; my question is what value is? Value is perceived by the client and he or she decides what is important or of value. Ok so what is value? The company being in business x amount of years, having a license and insured and background checks on the company's employees. Is it drug testing, uniforms and wearing booties to keep the client's home beautiful cleaning up better than it was before you arrived? HOGWASH

Those are an organizations idea of what is important. What customer wants a drug addict in their home around their family? Do you want an alcoholic working in your home? How about a convicted felon working in your home? Do you want an uninsured person working in your home or unlicensed person who does not have the proper knowledge to work on your home? Do you want to clean up after a person that is working in your home? Does the uniform mean the person has more knowledge? What does a uniform mean? Being in business x amount of years mean you will be around 1 more year? Start to determine what is of value to the client and what is valuable.

It is your duty the sales service technician to discover the perceived value that each client holds and to drive that perceived value. This is easier said than done. Smoking mirrors will never deliver a long term client, however it will deliver a onetime purchase and for the hit or miss company that is progress. Be better than that.

Let us get back to the perceived value that a client holds. Hmm trying to ascertain this information can be difficult to say the least when the service technician believes small talk is just small talk that has absolutely no meaning. All talk has meaning it is determining the meaning that holds significance. Hearing a client went on vacation does not mean the client has money or they have spent the money on the vacation. What the client did on their vacation will establish what kind of money they will decide to spend.

Why did the client return to the same restaurant on their vacation? Was it the service? Was it the product (food)? Was it the employees? Was it the name brand of restaurant? Was it the location or simply was it the price? These are real values to the client and not perceived. This is what is important to him or her and it is your duty to drive these values and deliver on the promises made on those values.

Why do people own season tickets to their favorite professional sports team during times when the team is inefficient and horrible to watch? This person finds a person, place or thing and gives their loyalty freely due to receiving something in return. Find out what that it is and drive that it.

The next thing to look at with the system and process is how things are being stated. Many statements mean one thing however they may come across as something different to the client. Understand the type communication the client needs and wants. If technical data is required by all means use it. I have found frequently technical data is used when it is not necessary or wanted. Keep in mind the more difficult something sounds the less interested people are in doing that difficult solution. Even though it sounds more difficult that it really is. An example would be a toilet that has a larger trap for a better siphoning action through the toilet using 1.6 gallons of water. How about stating the throat of the toilet is larger allowing a better flush that cleans the bowl and allowing more waste and paper to go through the toilet while saving you money on the amount of water used. Using your hands thumb to thumb and index finger to index finger and whooshing your hands forward in a sweeping action simulating the water being forced through the throat of the toilet. Sound good to you?

People are visual and adore visual effects. It is easier to understand when visual aides are used to describe and paint a picture. What movies are popular with adults and children and we will discover it is usually the movies that are visually stimulating. Start using visual aides to help identify the solution to the client.

Verbal communication is crucial to the sales system. Having the ability to express an idea will help convince the client that your solution is the only one to consider. Find out what words to use and when

to use them. The small talk will give that information to you and allow the relationship and rapport to take hold. The relationship and rapport builds trust at a faster rate than non communication. Untie that ship from the anchor and let it sail free on the water. Often the service sales technician is comfortable communicating one way and now is the time to learn to communicate in different styles to have effective speaking skills with each of your clients. Speaking skills is an art form and can be learned at your local Toastmasters group. This organization is a very strong organization that teaches you how to be more comfortable with speaking and the use of your hand and body gestures and the tone of your voice. Silence can be a killer of conversation however pauses are a valuable tool with communication to express an important point. Know and understand when to pause and when to react and act. This is asking a little more of you and will be a fantastic skill to have and hold for the rest of your life.

Diving in the water to discover if it is cold or warm is a bold practice and can be devastating to any that jump in very cold water. It sounds exciting and riveting and often will result in a loss of something with little to gain. It is amazing that sales service technicians do this on a daily basis with no plan, idea, system or process that defines the guidelines for a successful sale. Then ask what went wrong? A better question to ask is where I could have been stronger or what could I have one to be a little more effective.

Start today and increase your verbal and body language that will help guide and convince the client that price really is just part of the deal and one of the least important aspects of the solution that is given to him or her. Let the communication and explanation become the focal point of the presentation and let the dollars be less of an impact to the offering. Try to engender a feeling that the solution be so compelling to the home owner that there is no choice but to use you. Leave no doubt in the clients mind and start enjoying successful ownership exchanges that enhance the client.