

Sales Statement Series #6

Sales differentiation often results in receiving a price premium

An effective way to differentiate yourself is to **ask business related questions that your competitors don't**. The reason is they don't know or are too fearful to ask.

The questions can result in the client becoming more emotionally involved in the discussion. Examples: "*If you didn't proceed what would be the ramifications...What are the barriers in the way of moving forward*" and "*How does the ideal situation compare to the current one?*"

Active listening and appropriate non-verbal communication are integral to responding to the clients answers.

A price premium will depend on the industry and the life cycle of the product or service. To get a price premium you can:

- Talk in terms of price range
- State a return on investment
- Quote numerical measure/s the client values.

Notice their response when you have implemented one of the above. If **the client clearly understands and feels they will gain greater value** than the cost of the product/service they will tend to accept the higher premium.

For more information on sales differentiation or if you want to discuss your sales situation please contact Kurt Newman on 61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.