One of the biggest mistakes a salesperson can make is to think that a client only buys on price.

Last week I talked about one of the biggest mistakes a salesperson can make – to think that a client only buys on price and that they are always selling to the Price Buyer.

I went onto say that there were – in my opinion – four types of buyers:

1. Price Buyer

2. Value Buyer

3. Relationship Buyer

4. Relationship/Value Buyer

In this week's blog I want to offer some ways around overcoming that perception of a Price Buyer by offering the following in your proposals:

1. Offer more options in your proposals

By giving options you can add in some value and other ideas to stimulate the sales.

2. Try to create value.

Add in something that has a perceived value that you may give to a client as part of your service.

3. Offer levels of value

This option is similar to #1. You do this by stacking value. You see this with a lot of software as a service (SAS) product

4. Offer premiums

Like gifts with purchase, or other promotions.  Estee Lauder the cosmetic company, drives much of its revenue by gift with purchase. McDonald's is a classic example.

5. Tell a story first, then present the price

We referred to this as space selling.

Telling stories allows the client to evaluate you, and get to know your story or your product's story.

6. Find out your differences

In addition, present these to your client. They do matter.

Finally, you have to believe what you are doing is right for the Buyer.

If you do not believe that, there is no way you will survive.

You must understand what is in the heads of the clients who are buying from you.

Good Selling.

Head over to my Youtube for more.

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media.  He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!