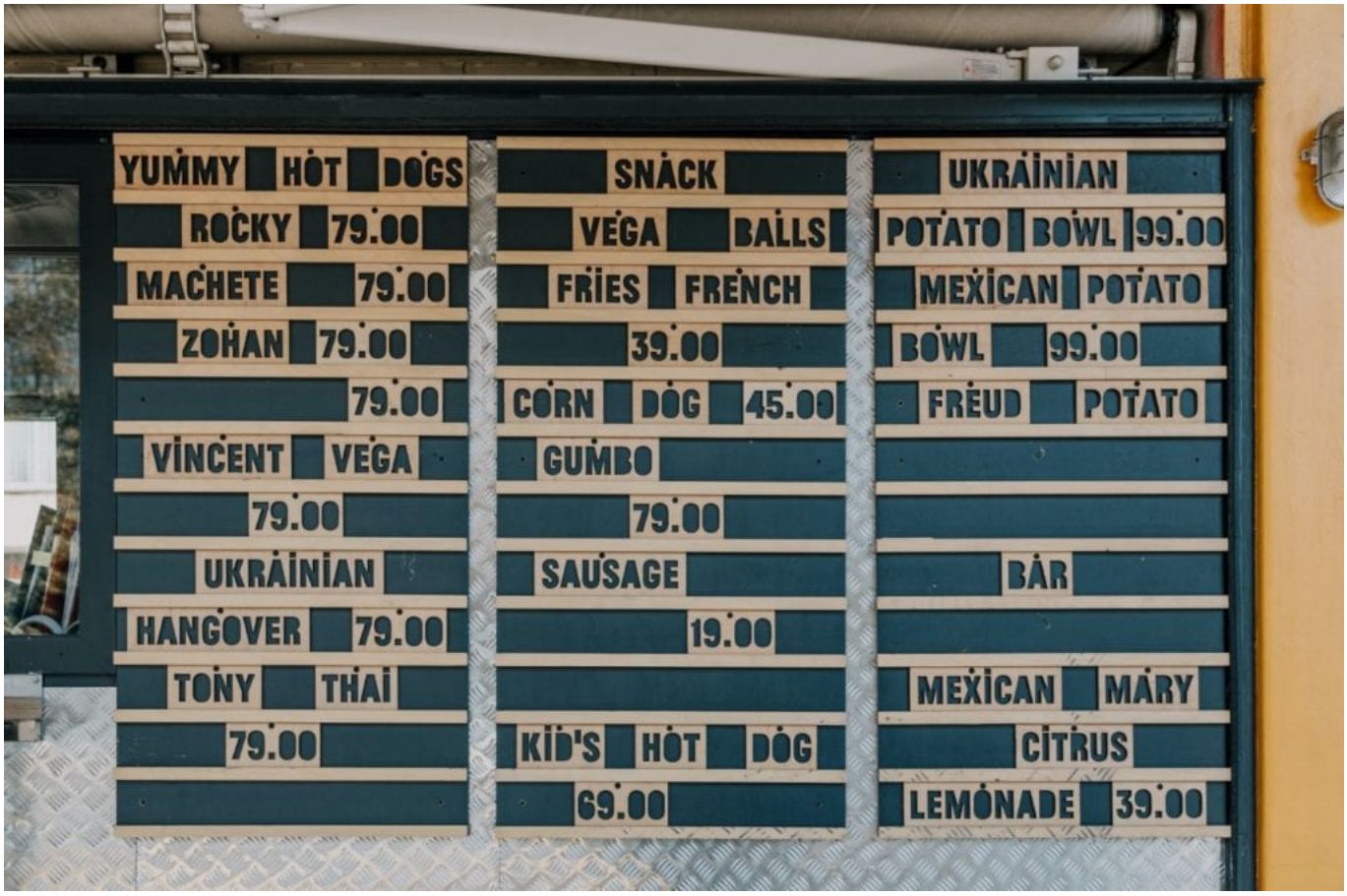


Understanding what your customers value is one of the key things you need to understand.

If you don't understand what your client values, then you're in trouble.

One of the mistakes that many salespeople make is they present the price early, without actually discovering what the client may value.

The flaw with presenting the price is that the person gets to choose the *price* before the *person* in front of them.

What is the sauce?

I think it's the ability to differentiate your key benefits and positioning the change from where they are now, to where they want to be in the future. The value you add is in the middle. It's often the 'bridge' – to use an analogy – to get to the desired result.

Does your product or service solve the problem better than what they currently have, but better, simpler?

These differences do matter to your client, you must try and present the difference before you ever get to the price.

Sit alongside your client

The new sell is trust. The clients in this new normal are more cautious, not as committal, unsure and afraid.

Never forget though, that you are both in the business to produce profits, for you, your company and your customer.

What drives your customers' trust in you?

They want you to provide a service, product, a better life, or something they need to happen to them.
They have to believe in their heart and head that they are making as much as you or more out of the deal than you.
Are you different enough for them to change to you?
These days customers want to feel as if you are on their side, and what you are selling is more valuable than the price. If you get them to that point then the price is not a factor, I promise.

Mike

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



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.