

SALES COACHING

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ActionSheet

1. One of the easiest ways for a customer to get you off your game is to make you look unprepared.
2. Customers will go for the “discount jugular” once they see that you aren’t confident in your price.
3. The weaker frame always loses while the stronger frame always wins.
4. Your status is directly connected to your frame; a weak frame always invites trouble.
5. Always sell yourself! NEVER talk about why your price is the price it is!!

Take Action

Write your response when the customer says:

“Why is your price so high?”

“I can get this cheaper online.”

“Can you give me a lower price?”