

## SELLING ADDED VALUE

Your customers are becoming very more discerning. They expect and demand value for money, which is all too often translated into cheapest price, and yet they will pay you more for added value – but how?

### Why should I attend selling value?

There are countless situations you will have experienced where you did not buy cheapest, and your clients are the same, in 'Selling Value' we show you how to identify what's important to your client, what represents value to them in your product or service, and therefore how to get the best price.

### What will we be covering?

- Gain rapport quickly using verbal and non-verbal communication
- Identifying your client's values and motivators to buy
- Powerful questions to help your client become clear on the right solution – your solution
- Objections – how to answer them before they've come up
- Closing made easy

### How will 'Selling Value' work for me?

In this seminar we will discuss and practice simple methods to identify the clients values in buying a given product or service.

We will create with you, a series of questions to ask to understand what a product or service is really worth to your client, and therefore how to represent exceptional value to them, and give you chance to practice them.

### What can I expect?

Imagine having a series of simple to apply and yet very powerful techniques available to you to identify what motivates your clients to buy, how to represent value in their language, and how to gain sufficient rapport to make sure the sale is smooth and rewarding for both of you.

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