

Step	What to say and do
1	<p><b>Listen carefully</b></p> <p>Learn to accept price objections for what they are... opportunities in disguise. They are a sign of an interested customer, and with practice and skill, you will be able to overcome them (without cutting your prices!) So don't interrupt or try to handle the objection immediately. Listen carefully and patiently to what they have to say.</p>
2	<p><b>Make sure you understand the objection</b></p> <p>Do this by repeating your understanding of their objection back to them ie</p> <p><i>“So, if I have understood you correctly, what you are saying is....”</i></p> <p>Do not carry on until they have confirmed that your understanding is correct.</p>
3	<p><b>Acknowledge the customer's point of view</b></p> <p><i>“I can understand why you might say that. In fact, one or two other clients started by saying much the same thing to me in the past....”</i></p>
4	<p><b>Answer the objection</b></p> <p>Continue from step 3 by saying something like:</p> <p><i>“... but what they found – and I'm sure you'll find the same thing – was that....”</i></p> <p>If they are objecting to the price, complete this sentence by using one or more of the approaches set out in the “Price objection handling strategies” sheet</p>
5	<p><b>Check that your answer has met their concern.</b></p> <p><i>“Does that make as much sense to you as it does to me?”</i></p>
6	<p><b>Ask for the business</b></p> <p><i>“So would you like us to go ahead?”</i></p> <p>If the customer still objects, go back to step 1 and start again.</p> <p>If this still fails, ask more questions to help you establish their needs and the value to them of meeting those needs.</p> <p>You might also try the <a href="#">“The magic formula for profitable pricing”</a>. Ask us for details.</p>

Strategy	How to use it
<b>Postpone</b>	Postpone talking about prices until after you have demonstrated the value. <i>“Before we can discuss prices we both need to be absolutely sure that we are right for you. So, if it’s all right with you, we’ll come back and discuss the price in detail when we both know what you need.”</i>
<b>Make the value obvious</b>	Paint a graphic picture of what is at stake, quantify the value, and help them to understand how it will make them feel. NB: To help you do this please ask for our insider report <a href="#">The magic formula for profitable pricing</a>
<b>Break into chunks</b>	Break down the price into small chunks, such as cost per use or per week. <i>“And you can enjoy all those benefits for just £2.97 a week”</i>
<b>Compare to them</b>	Compare your prices to theirs. <i>“Tell me, are you always the cheapest supplier in your market? Well, neither are we. Like you, we charge a fair price for great products and services. And that’s why I’m so excited about working with you. But if all you want is the cheapest widget on the market, I can introduce you to several cheap firms from whom you’ll get exactly what you pay for.”</i>
<b>Compare to rivals</b>	If they tell you that Fred down the road is cheaper, say something like: <i>“I am sure Fred knows what his widgets are worth. Just as we know what ours are worth. And that’s why ours aren’t the cheapest on the market.”</i>
<b>Give them a choice</b>	<i>“Most customers looking for this level of service are prepared to invest (£middle). A fortunate few can invest between (£high) and (£very high). And then there are some on a budget who can’t go above about (£low). May I ask which of those three categories you fit into most comfortably?”</i>  Start by mentioning a (£middle) price that is about 20% above the (£low) price you would be happy to receive. Then quote a (£high) to (£very high) range that is about 50% to 100% above your (£low) price. Then tell them the (£low) price – which you secretly know is actually the price you need. This taps into the subconscious belief that Expensive = Good, and that Cheap = Bad. And, as a result, many customers will accept one of the other two (higher) prices.
<b>Focus on the difference</b>	Focus on the difference between what they say they are willing to pay, and what you are asking. <i>“You’ll get all the extra benefits you were getting so excited about a minute ago for just £4.27 a week more than you’re paying at the moment. That’s a big return on a very small investment, isn’t it?”</i>
<b>Change the package</b>	Strip out some elements of the package to bring the cost within their budget.
<b>Easy to pay</b>	Remove the “we haven’t got the money” objection by arranging finance or accepting credit cards
<b>Reverse the risk</b>	Reduce the customer’s risk – perhaps with a money back guarantee
<b>Trade</b>	Trade something valuable for a price cut eg prompt payment, larger order, long term commitment, special deals on their products, sales leads and referrals etc. Ask us for a script showing exactly how to do this ( <a href="#">ARI3</a> )
<b>Walk away</b>	If all else fails, be prepared to walk away – or perhaps introduce them to a lower cost supplier who will pay you a commission for the sales lead!

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