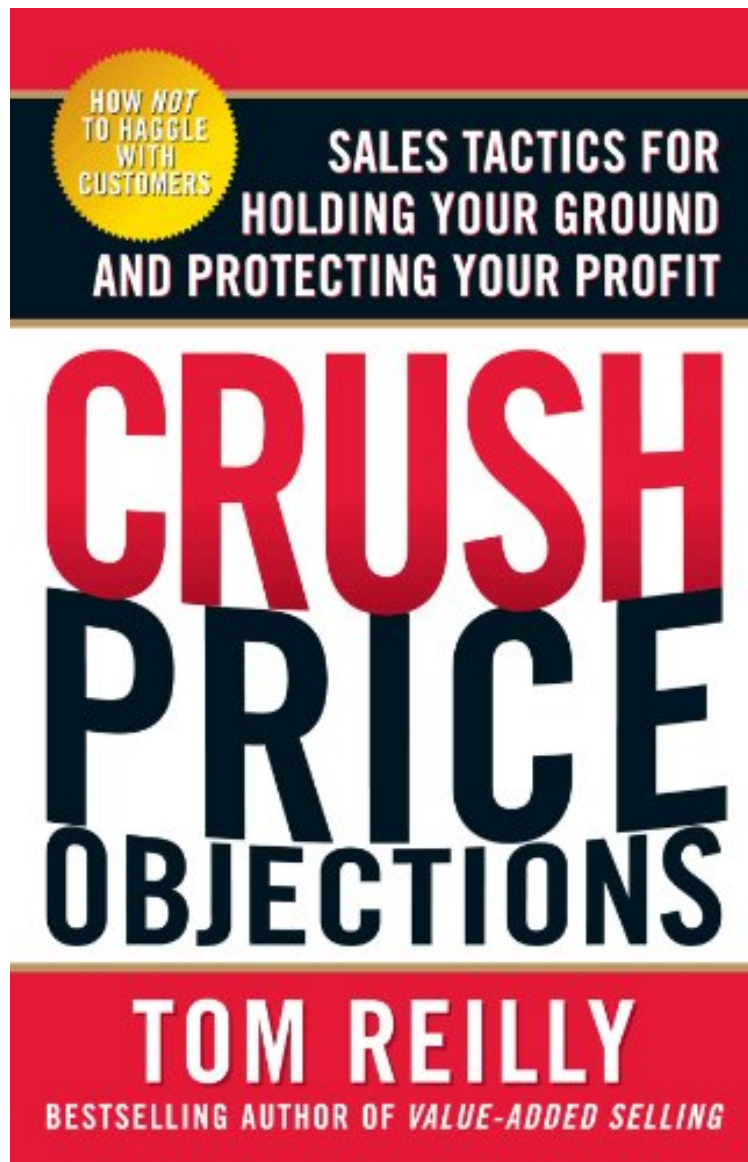


(Mobile library) Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit
(Business Books)

Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit (Business Books)

Tom Reilly

ebooks | Download PDF | *ePub | DOC | audiobook



#807377 in eBooks 2010-02-19 2010-02-19 File Name: B0038A84WU | File size: 34.Mb

Tom Reilly : Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit (Business Books):

2 of 2 people found the following review helpful. excellent bookBy Customerexcellent book for every salesperson.this

book show the different type of price shoppers and how to deal with it it shows how to divert the focus from price objection to value addition. by reading this book sales people will get a good idea of how to deal with price objection. the book has dealt with various types of clients who objects on price and how the sales person should be prepared to deal with such objections

2 of 2 people found the following review helpful. Very good read

By ridged8Great book, no nonsense, common sense guide to revealing what rings true throughout the ages. Quality counts. If you aren't selling quality, customer service, the things that stand the test of time, don't bother with this book because those are the things he points that that you should be concentrating on., and let price be darned. Or at least be shown that the price, is a direct reflection of the goods contained herein.

9 of 9 people found the following review helpful. Don't Let Price Objections Kill Your Sales

By Paul Mccord, Author, Creating a Million Dollar a Year Sales Income: Sales Success through Client Referrals

Price. We salespeople are always thinking price because we think our prospects and clients are always thinking price. But we're not really thinking about price, we're fearing price. We're always looking for ways to take price out of the equation, which for most of us means trying to figure a way to come in with the lowest price.

Tom Reilly argues in *Crush Price Objections: Sales Tactics For Holding Your Ground And Protecting Your Profit* (McGraw Hill: 2010) that not only do we need not fear price, but that for the most part price is an issue only because WE make it an issue.

Reilly opens the book with his "ten realities that shape the landscape of selling a price-sensitive environment." Here is a taste of Reilly's realities:

- #1 You Will Hear Price Objections
- #2 You Will Lose Business Because of Price
- #5 Some Price Objections are Fake
- #8 Salespeople Create Their Own Misery
- #10 Attitude Drives Behavior

Although I've only given half of the 10 realities, you should have an idea of where Reilly is going based on these 5 alone. Despite the fact that you'll lose business due to price, you alone are the key to overcoming and successfully selling your products and services without blowing your profit margin.

Chapter after chapter hits on why we sellers are more often than not the creators of the price objections we hear, or as Reilly puts it, "price objections are self-inflicted wounds." To bolster his argument, Reilly gives the results of business-to-business buyer priority studies which have consistently indicated that cost is not only not the top buyer priority, it has never been one of the top 5 issues for buyers in any study his company has done.

OK, so price may not be the killer we sometimes think it is--if we know how to deal with it. So, how do we deal with it? Fully 70% of the book is dedicated to giving you the tools, techniques, and strategies necessary to defeat price objections.

Reilly really does take a comprehensive approach to dealing with price objections from helping you to mentally prepare to handle them, to understanding your buyer's motivation, to questioning techniques to probe for potential price issues, to helping your buyer look beyond the immediate price to the long-term value of your solution.

Reilly argues that to successfully deal with price objections, one must have an operating philosophy from which to work and to create a price philosophy, you have to work from a set of principles that will guide you in dealing with pricing issues. He then lays out a set of 15 price principles. A smattering:

- #1 Someone Else's Opinion Does Not Make Your Price High
- #3 No One But You Cuts Your Price
- #7 Preparation Is the Key to Your Success
- #9 Never Assume Your Price Is Too High: Maybe the Competition Is Desperate
- #12 First, Buyers Test Your Price, Then They Test Your Resolve
- #14 Salespeople Cut Price Because They Can

These principles, along with the other 9, are the framework within which you determine how to address price. Although having an overarching philosophy founded on a set of principles for handling price objections sounds great, there is still the very practical issue of HOW to deal with an objection.

Reilly doesn't leave you hanging. He sets out a four step method of dealing with objections as they arise:

- 1) clarify the objection
- 2) classify the objection
- 3) decide how you will respond
- 4) respond to the money objection.

According to Reilly, price objections can be classified as price-based money objections, cost-based money objections, value-based money objections, game-based money objections, and procedural-based money objections. Understanding what type of objection you're dealing with is key to understanding how to deal with it. A third of the book is devoted to laying out strategies to deal with each of the above five money objections.

If you're dealing in the business-to-business realm and finding price to be a thorn in your side, get *Crush Price Objections*--it really will help you hold the line more often, even if you deal in a product or service that is becoming commoditized. If you sell to consumers don't think this isn't going to help you also because it will. Many of the same strategies used in business-to-business sales are just as applicable to consumer sales. Don't continue to let price objections destroy your pipeline and/or your profitability

Hold the line on price in every transaction—; from the leading expert on Value-Added Selling! These days it seems like we're always in a buyer's market. But even at a time when the word value is used interchangeably with cheap and the Internet is a bargain hunter's paradise, there are ways for sales professionals to regain the upper hand. In *Crush Price Objections*, Tom Reilly, bestselling author of *Value-Added Selling*, teaches field-tested tactics for engaging price shoppers and holding the line on declining profits. It provides tips and tactics for:

- Developing a price-objection counterattack before you meet with buyers
- Using questions and compelling presentations to move the conversation away from the subject of price
- Destroying price objections if they surface
- Understanding why and when to raise your prices
- Creating winning bids—; on paper and online

Crush Price Objections offers you the tactical support you need to focus specifically on price resistance in order to attain maximum profit in the most challenging circumstances. Let Tom Reilly show you how to stop haggling—and start closing!

From the Publisher This six-audio-cassette album lists characteristics of value added peak competitor organizations and attributes of value added salespeople. The listener is given guidelines to select value added target accounts and ways to build solid relationships with customers, to assure customer satisfaction, and increase sales by 20% with existing customers. Sales calls are improved by the explanation of the steps of the value added sales call and call preparation questions to ask before every sales call.

From the Author This album is a must for any serious sales professional.

About the Author Tom Reilly is a professional speaker and sales trainer who has trained over 100,000 salespeople since 1981. Tom is recognized as the international expert on value added selling. Tom has a master's degree in psychology but presents himself as a salesman first and foremost. His client list reads like a Who's Who in business.