

Building Results for The Housing Industry

Building Value: Price Is Not the Issue

For years, sales trainers have taught about the virtues of selling benefits. It has been role-played over and over again, books have been written on it, and precious time is devoted to it during every sales training program. Yet the simple fact remains that most new home sales representatives don't use benefit selling to any significant degree.

There is a serious problem here. Why aren't sales representatives using the benefit selling principles they were taught? Why can't they see the obvious benefits in using them?

The answer: Sales people believe the customer already knows the benefit to each and every feature; and this belief costs you sales and profit.

This fast-paced ***Building Value*** Workshop examines benefit selling from a customer's perspective. It is absolutely essential that your sales representatives consider the customer's thinking, because it is in a customer's mind that a buying decision is made.

It is a customer's thinking that your sales representatives must influence if a sale is to be made; and customers are not thinking benefits. Basically, they are weighing two things: "*What do I have to pay and what do I get for my money.*" It's that simple. Your customers are asking themselves, "*Is it worth it?*"

Successfully completing the ***Building Value*** Workshop will enable your sales representatives to:

- Consider a customer's thinking, because it is in the customer's mind that a buying decision is made. Value is not in the product, it is in the customer's mind.
- Influence a customer's thinking by focusing on product benefits (value) versus product features (price).
- Understand they can't change the price – but they can change a customer's thinking by focusing on the value of the home.
- Avoid the two fatal selling assumptions that they make to justify the decision to not engage in benefit selling.
- Plan and execute a product demonstration targeted to a homebuyer's specific needs, wants, what is important.
- Connect product features and benefits to a customer's dominant buying motives.
- Initiate the six principles of the ***Building Value*** process to product features.

Good luck and good selling!

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