



The CONNECTION™

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Specify Price Objections

No salesperson likes to hear the price is too high, but before you go back to your sales manager begging for a break on price, make sure you understand why the customer says you're too steep.

A simple statement like "Your price is too high," might mean several things:

- The customer has a competing quote.
- The customer isn't comparing your product to the competition "apples to apples."
- The customer hasn't bought anything for a while and doesn't know the current market prices.
- The customer is just playing games to see how far you'll bend.

Before cutting your price, make sure you understand what the customer is really asking. The answer may be easier than cutting your margins.

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