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Special Message:

STOP THINKING OF YOUR PRODUCTS AS COMMODITIES

It's natural to think of everything we sell as commodities. Of course, in a sense that's true, since everything has a minimum and a maximum price with a sliding scale in between - it *would* seem that everything is a commodity.

But selling products as though they were commodities will only get you two things, and these are low prices for your products, and a low income to boot. Is this where you want your thinking to take you?

It would be great to have the best products in town, and have them at the lowest prices too, but this is only possible in "Fantasy Land" - not the real world. Good products will always be worth more than inferior ones, *and* command higher prices and margins. There's no way around this.

Many sales people (especially when starting out) make two fundamental mistakes:

1. They assume that, based on their own experience and what they themselves would be willing to pay for a product, that certain products are priced too high.

And.

2. They assume that customers are tapped into some magic source of knowledge whereby they (the customer) will know for sure that a product costs too much, and is "overpriced."

Both of these assumptions are incorrect however, and guarantee nothing but a low income for the "assumer." Offering a low price (if low enough) actually arouses suspicion in the customers mind - not a buying desire.

It's still true: customers want value, not low prices - in fact, as a buying incentive, low prices are overrated!

If you don't think this last statement is true, take your wife (or husband) to McDonalds for your next anniversary dinner, and be sure to tell her how much money you saved...

Good selling,

John White

PS: Your good service and faithfulness to the needs of your customer will always trump cheap products from a competitor - this will always be true.