

Business Model Analogy

Always try to use your prospect's business model to explain the value of your product/service. If I am talking to a prospect that is a Six Sigma company and they are trying to get my price down, I use the value triangle and compare it to the Six Sigma criteria.

If they are number one in their industry and I am number one in mine, but they are considering a small local provider, then I ask them, "Why are you number one?" The answer is always that they are the best at what they do. Then I say, "That is exactly why we are number one."

If they have low priced competitors that buy business I ask, "Why does the competition feel the need to lower their price when they are competing with you?" The answer always is, "Because we are better and the only way they can sell against us is to lower their price." What do you think my next comment will be?

You got it! Now use it.

Till next time

Ray Leone

PS - Feel free to forward this to anyone that you feel would benefit. Better yet, tell them to sign up for Ray's Rules under free ezine on my website www.salesfunnel.com.

PPS - 2 seats left for boot camp. Last chance for this life changing event.