



# etips

## *'Lead the Pack' Sales Training*

### **Clarify the Money**

Talking about money is one of our culture's lingering taboos. How often does a prospect ask about the cost of your service and upon hearing it move right on with other questions? Then in the end, they give price as the reason they went with another choice? Would it make sense to ask for feedback on your pricing earlier in the call so you might have time to deal with it? Asking about a client's willingness to pay your price, assuming they see the value, is an acceptable practice. It is difficult for some buyers to say that your pricing is not feasible, or that they do not see the value. Make no assumptions and discuss budget, money, and pricing to flush out all perceptions.

**If you look at the history of big obstacles in understanding our world, there's usually an intuitive assumption underlying them that's wrong. – Jeff Hawkins**

### **Leadership Connections**

*Leading you to exceptional sales success, Connecting you with top line results*

**Sales Mastery 'Lead the Pack' Sales Training**

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