

Value Added Selling How To Sell More Profitably Confidently And Professionally By Competing On Value Not Price 3 E

All profits from the sale of Shiftability will be donated to charity water.org. Acclaimed business leaders Mitch Little and Hendre Coetzee share their decades of expertise in this innovative guidebook focused on helping you succeed in the sales force. The ways we do business and engage with customers are constantly changing in our high-tech, global world. Sales professionals must also change their methods to reach clients. In their book, Mitch and Hendre show how to achieve the mind-set shift you need first in order to have the capacity to change your methodologies. Mitch's expertise comes from leading sales and marketing teams at Microchip Technology, which reached its one-hundredth consecutive quarter of profitability in 2015. Hendre is a transformation specialist and advises business executives and boards on reaching their full potential. Together, these experts identified six core shifts-some surprising-that will empower sales professionals and lead to success. The sales world will continue to undergo dramatic changes. New strategies and methods are essential, but they require the right mind-set. Shiftability lays the necessary mental groundwork sales professionals need in order to implement these changes in methodology and thrive in a new environment. Brent Adamson, author of *The Challenger Sale* and *The Challenger Customer*, reiterates the importance of adaptability in the sales profession in his foreword.

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: -Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo. -Be iNvaluable: You have to stand out by being the person your customers can't live without. -Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. -Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP Selling is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

Based on Tom Reilly's seminar training and consulting model, this text offers a step-by-step strategy that shows sales professionals how to focus on value instead of price, and make selling a product or service more profitable. There are worksheets, checklists, and other self-assessment tools.

I helped make your advisor's Sales Hype Do you need your advisor to succeed with investments? Do you think your advisor's strategy can beat a market index fund? Do you know how many sales your advisor must make to keep their job? What is your actual total return with all costs included? Why do many Wall Street firm owners use index funds? Most wealthy people can answer these questions. Can you? Today, the information to answer these questions is easily available but only savvy shoppers have used it to succeed. They realize that the retail financial industry is extremely profitable because the sales hype works even better than it used to work. We have learned how to manipulate behavior better. Our margins are 29%. The \$1.3 Trillion per year revenues come from YOU. I used to work for a few firms. I helped create some of the hype that our sales people used to separate you from your money or your potential future earnings. A plain market index fund beat 92-95% of the returns of our

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"professional" managers so we steer you away from them. However, we still get most investors to pay even for poor results. It is marketing, sales and misleading hype! Why should you give up your advisor? You may be giving up 63% of your total potential value. It is easy to do better on your own. Do you really think an expert at selling knows anything about what will happen to a security or the market in the next hour, week or year? Before I show you how to invest for your success, I think it is time you understood the marketing and sales HYPE. Most retail investors hate losing--more than they love winning. Most think Wall Street is a casino where some win but they forget that only the house wins long term. Isn't it time you learn how Warren Buffett avoids the Sales Hype and invests for success.

The number one guide to corporate valuation is back and better than ever Thoroughly revised and expanded to reflect business conditions in today's volatile global economy, Valuation, Fifth Edition continues the tradition of its bestselling predecessors by providing up-to-date insights and practical advice on how to create, manage, and measure the value of an organization. Along with all new case studies that illustrate how valuation techniques and principles are applied in real-world situations, this comprehensive guide has been updated to reflect new developments in corporate finance, changes in accounting rules, and an enhanced global perspective. Valuation, Fifth Edition is filled with expert guidance that managers at all levels, investors, and students can use to enhance their understanding of this important discipline. Contains strategies for multi-business valuation and valuation for corporate restructuring, mergers, and acquisitions Addresses how you can interpret the results of a valuation in light of a company's competitive situation Also available: a book plus CD-ROM package (978-0-470-42469-8) as well as a stand-alone CD-ROM (978-0-470-42457-7) containing an interactive valuation DCF model Valuation, Fifth Edition stands alone in this field with its reputation of quality and consistency. If you want to hone your valuation skills today and improve them for years to come, look no further than this book.

Publishers Weekly says "Ramnarayan provides a detailed, contemporary primer that illuminates the promise and peril of the brave new world of social media. Ramnarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to competitors who do." WHAT OTHERS ARE SAYING ABOUT THE BOOK "Sujata Ramnarayan's excellent book does several things that I have not seen in other treatments of this subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social media where it can best impact business performance. I highly recommend the book." - Gordon Wyner, Editor-In-Chief, Marketing Management "This practical guide to social media marketing cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media's influence in corporate marketing. By showing how building quality content in social media is no longer an option for corporations, this is also a lesson in building a brand by listening to your customers." -Rajesh Subramaniam, SVP, Global Marketing and Customer Experience, FedEx Services "Owned social media presence is critical to generating earned media, which is where the growing value and rewards come in for social media marketing. This important book will help you to understand these concepts and reality to better evaluate, plan, and execute your social media marketing efforts." - Devin Redmond, CEO and Co-Founder, SocialiQ Networks "Are you overwhelmed by the changing digital landscape? If so, Sujata's book is a must read with actionable insights, tips on digital sharing, and more." -Porter Gale, Former VP of Marketing at Virgin America and author of "Your Network is Your Net Worth" ABOUT THE BOOK Like most marketers, you are drowning in social media noise and chaos. Businesses have simply jumped in without tying social media outcomes to any business objectives. The purpose of this book is to help you: - See how social

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media fits into your overall marketing strategy - Understand how best to develop social media with allocation among different tools - Figure out the extent to which social media is relevant to your business or department, and how best to implement it given an increasingly digital world of sharing and an empowered customer voice Whether you are a senior manager experienced in social media marketing or a novice, this book will help clarify how social media fits into your overall marketing strategy, how much you should be allocating given the return on investment, and at what time frame you should be looking, depending on the specific metrics adopted. This book will help you focus more and understand all the different elements to which you need to be paying attention. If you are a novice, the glossary and additional resources sections at the end of the book should be helpful.

An indispensable guide to thriving in a challenging sales environment As a sales professional, you know that it's harder to sell in tough times—whether it's a recession, industry-wide challenge, or global pandemic. You may also have noticed that some salespeople and managers not only survive, but thrive through tough times. How do they do it? What do they do to thrive through adversity? Paul Reilly explains it all in *Selling Through Tough Times: Customers buy differently in tough times, so salespeople need to sell differently in tough times.* In this eye-opening and indispensable guide, he shows how to develop the right mindset and adapt your skills to prevail in even the most challenging selling climate. His plan includes both immediate, hands-on action plans (including six Daily Mental Flex activities) as well as longer-range strategies to ensure you (and your team) never get caught on the back foot again. While the principals of selling are constant, Reilly demonstrates how changing your tactics in tough times will not only help you through current difficulties, but help you emerge stronger. You'll discover how to redefine value in customer terms, reposition products and services, and how to employ different persuasion tactics. You'll also learn how to select and pursue the right opportunities, win more deals, and—crucially—protect profit by embracing the “tough timers” mental attitude. Tough times are inevitable and often unpredictable. But in *Selling Through Tough Times*, you'll find the tools and mindset you need to power through them—and come out on top.

In this book you will explore the "3 ways to grow any business." They are: 1) Increase the number of clients you presently have 2) Increase the number of times a client visits your business/website 3) Increase the amount of money your client spends during each visit That's how I came up with the Title: More Clients... More Often... More Money From those "3 ways," I have come up with 70 strategies for you to consider implementing into your business. Each strategy has a definition of what it is, an example of how someone has used it, a few suggestions on how you could implement it into your business and an "ideas" page for you to take notes. I guarantee there is something in here for you to make a bunch of money and grow your business.

In this second volume of the *Social Media for Direct Selling* series, you will learn to become a recruiting magnet, leverage LinkedIn as a leader, develop relationships with those who say Yes to your opportunity, use technology to train and support your team, develop online training programs, and more.

Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. Which begs the question: How are they raking in so much money, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world's best salespeople and their methods and has discovered that the difference

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between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform only a smidgen better than their peers. You are that close! In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. Learn how to:

- Set clear goals--and achieve them+I396
- Develop a sense of urgency and make every minute count
- Know your products inside and out
- Analyze your competition
- Find and quickly qualify prospects
- Understand the three keys to persuasion
- Overcome the six major objections
- And much more!

Packed with proven strategies and priceless insights, *Sales Success* will get you planted firmly on the path to success, making more money than you thought possible and greater career satisfaction than you ever believed you would find. Offers strategies and advice on retaining pricing power for business-to-business salespeople who have to negotiate with procurement departments.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance. Companies all over the world could greatly benefit from moving part of even all their staff to work from home as virtual employees. Using the techniques and strategies inside *The Invisible Organization*, all that is possible quickly and efficiently. If you are the CEO of a company that could benefit by generating more profits, shedding overhead and thrilling staff, this book is a must read. Penned by former CEO of Tony Robbins and Chet Holmes Business Breakthroughs, International, Russo successfully scaled the company with nearly 100% growth per year, and about 300 remote staff, owning no infrastructure. Russo helps clients create the leadership management strategy as outlined in his book and advises CEOs on moving "virtual" with confidence. Why is this book different than other books on working virtually? Because it comes from the CEOs perspective as an operating executive; dealing with the strategy of creating momentum around changing the company, slowly at first and then accelerating as results prove viable. The book is more of a blueprint designed to accomplish this singular act of internal revolution.

The audience for this book is that group whose job is "selling," and who desire to hone the skills associated with their profession and advance from "salesperson" to "sales professional" and to continue their professional development until

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having achieved the penultimate role in sales: that of "Trusted Advisor" to his or her customer or client. The author recognizes that the complexity associated with selling to "Major Accounts" requires a unique skill set, methodology and sales framework, and a degree of professionalism to deal with such accounts, which are characterized by having multiple decision makers, a longer sales cycle - ranging from six months to two years or more, and a higher dollar volume as represented by both "deal size" and annual sales volume. As comfortable on "Mahogany Row" dealing with C-Level executives as with dealing at the Project Manager level, it is the unique combination of skills, poise, bearing, professionalism and commitment to continued professional development that characterizes the successful Sales Professional in this role.

SELLING VALUE is 305 pages of solid content to help you out perform your competition while keeping your customers happy. It is presented in four parts: Mastering the Head Game; Your Blueprint for Sales Success; Understanding Your Customer; and Securing and Growing the Business; The fifteen chapters outline the most critical content for exceptional sales results in a competitive environment. One premise set forth is that the most important definition of value is your prospect's definition! If properly queried, ten prospects might well give you ten different answers and to what they value most. With exceptional skills of differentiating and adapting the value elements of your deliverables, you can hit the mark for all ten of them! From the important basics in Part I to the advanced selling skills in Part IV, you will gain many ideas from this content-rich work on the skill of SELLING VALUE for greater success!

Your customers have come a long way since Value-Added Selling was published twenty-five years ago. More knowledgeable, proactive, and price conscious, they regularly scour the Internet for low prices and have come to expect much more for each dollar they spend. Now, Tom Reilly has updated his sales classic to address a marketplace where slashing deals has become the standard response to buyers' addictions to bargain-basement prices. Used to great success for more than two decades and through every type of economy, Reilly's pioneering value-added sales method operates according to two simple rules: Add value, not cost; sell value, not price. It's the only way to protect your profit margins with today's customers. Value-Added Selling provides the strategies and tactics you need to not only close more sales but to improve repeat business by understanding buyers' needs from their perspective— and defining "value" accordingly. Reilly then helps you: Build a master plan that clearly directs your selling efforts Create sales tools that help you communicate your value Develop and execute effective value-added sales calls Connect with and sell to decision makers at the highest levels Increase customer retention by continuously creating new value There's nothing stopping you from joining the armies of salespeople who choose to compete on price. You can always lower your price and land a few sales. But at what cost? If you want to sell more products or services, more profitably, to more people, you must resist this temptation and

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begin focusing on value. Use Value-Added Selling to consistently deliver meaningful value to your customers, compete at a higher level than your competition, and protect your profits in any kind of economy.

To help readers gain and consistently maintain their winning edge, Thomas shares the simple yet powerful framework that fueled her meteoric rise to CEO of ValueVision Associates. Pragmatic and fast-paced, each chapter focuses on specific strategies to move the sale forward.

Goes beyond the sale to explore what an organization must do to build and maintain a solid client base.

Hold the line on price in every transaction—from the leading expert on Value-Added Selling! These days it seems like we're always in a buyer's market. But even at a time when the word value is used interchangeably with cheap and the Internet is a bargain hunter's paradise, there are ways for sales professionals to regain the upper hand. In *Crush Price Objections*, Tom Reilly, bestselling author of *Value-Added Selling*, teaches field-tested tactics for engaging price shoppers and holding the line on declining profits. It provides tips and tactics for:

Developing a price-objection counterattack before you meet with buyers
Using questions and compelling presentations to move the conversation away from the subject of price
Destroying price objections if they surface
Understanding why and when to raise your prices
Creating winning bids—on paper and online
Crush Price Objections offers you the tactical support you need to focus specifically on price resistance in order to attain maximum profit in the most challenging circumstances. Let Tom Reilly show you how to stop haggling—and start closing!
21 privately-owned company owners share stories of how they leveraged advisory boards to help them build valuable, sustainable companies.

Value-Added Selling: How to Sell More Profitably, Confidently, and Professionally by Competing on Value, Not Price 3/e McGraw Hill Professional

A value proposition is created from the combination of a company's products and services, and the value gained by the customer. It is used to drive better business, and is essential to success for any business - without it, companies are at risk of losing customers and being drowned out in crowded marketplaces. *Selling Your Value Proposition* is a practical, user-friendly guide to establishing a streamlined customer-centric selling process to communicate and express value propositions, enabling companies to convey their value-creating stories to customers consistently. Featuring case studies and interviews with renowned business leaders and influencers, *Selling Your Value Proposition* demonstrates how value propositions adeptly position a business across a range of industries. The techniques and skills shared have all been honed through the authors' experience with more than 600 companies around the world, and clear, step-by-step guidelines will empower all readers to effectively focus their value propositions for competitive success.

Increasing your sales revenue is really simple. It's just a matter of getting your wait staff to say the right things, in the right way, at the right time - every time! This book is the definitive guide to show you how. How would you like your worst performing waiter to sell like one of the best waiters in the world? They can with what you will learn in this book! Are you literally leaving money on the table? Does your wait staff cost you sales by acting as order takers and plate carriers? Would you like to have wait staff who are able to increase your bill size without

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coming across as robots or sleazy sales people? Running a restaurant is hard work. Selling at the Table makes it much, much easier. As your staff starts to implement the seven simple steps contained within this book, you will see your restaurant, café, hotel or bar's profits grow. Your staff will produce better sales revenue and life will become a whole lot easier for you. Because you have increased revenue, you will be able to recruit and retain great staff who will further increase your profits as they embrace Selling at the Table as the culture in your venue. Rest assured, you'll not be asking your staff to do anything more than they are doing already. You'll just be getting them to do it the right way - to say the right things, in the right way, at the right time - every time!

Dimodica focuses on a premeditated approach in which sales, marketing, and strategy are integrated into one outbound-revenue capture program. This book trains salespeople of all experience levels how to become a peer in the boardroom, instead of a vendor waiting in the hallway.

In a marketplace too often focused on price, Value-Added Selling provides sales professionals with a market-proven approach for selling customers on the inherent value of a product. Based on a value-selling model proven to work across industries and product lines, this step-by-step book explains how to define value in the client's terms, orient a pitch to fit the client's needs, and close the deal. It gives sales pros the tools and confidence they need to--now and forever--deemphasize price in the selling equation.

If you want to go up the ladder of success, if you want to get what you want, if you want to fulfill that "burning desire" that keeps your mind busy all the time and you do not do something about it, if you want to do "that thing" that you wanted to do some day but you never got a chance to do so, you must take your hands out of your pockets, roll up your sleeves, and take action now. You cannot sit still and expect the elevator of success to come down and take you to the peak. It has not happened to anyone. It will not happen to you either, guaranteed! Over the past several years I have helped many people like you to take their hands out of their pockets and climb their ladder of success. I have spent quality time with them, listened to them, felt their pain, assisted them in taking the right path, and made sure they came out of the process successful and fulfilled. I want to help you too. If you are committed to YOUR success and want to get what you truly want, this book is an excellent start. Are you ready for the journey? As humans, we are greatly influenced by our relationships. We each enjoy being members of loyalty programs and networking groups that align with our goals. We have selected and continue to go to the same supermarkets, gas stations, banks, and purchase from only select companies. This happens because of an unspoken relationship that exists with these businesses and brands. They make us happy, we trust them, and their consistency is calming in a chaotic world with too many choices. If you're a professional -- whether an entrepreneur or an executive -- you need proven, high-level strategies to really make your business grow and it starts with understanding the needs of your customers. This book helps you gain and sustain relationships with customers, by teaching you the tricks and skills needed to think like a customer.

Did you know that by adding a few simple steps to your selling process you could achieve sales you only dreamt of in the past? GoodbyeSellingProblems.com provides a 12 step system that you, as a business owner, or you, as a sales manager, can implement in less than a day and dramatically increase your results. Your sales efforts become much more productive and less stressful. It provides a framework for small businesses to structure their sales process. It strips away all the "fluff" and confusion that you encounter with most expensive sales training courses. The simple 12 step system provides a "nuts and bolts" approach to selling. It allows you to enter every sales situation with a purpose for closing the sale and gets you away from the deadly "sales visit" dilemma that most business owners and sales professionals fall into. In a just a few hours, you can literally gather the information that system introduces you to and

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make the most powerful sales presentation your company has ever encountered. When this system becomes part of your selling culture, it will provide you with improved sales, greater margins, and eliminate the competition. Author, Buzz Glover, after quietly reviewing and critiquing the sales people that called on him in his own businesses for over 15 years, became disillusioned with the fact that the great majority of salespeople were ill-prepared to sell their products or services. He knew that if he could introduce them to a system that he had developed and refined as a salesperson (and later as a sales manager), they could easily become much more effective at closing more sales faster! The system became a reality when he wrote this book as a companion to his system's website, www.goodbyesellingproblems.com. Through this sales system he is confident that he can change the way small businesses sell and make fundamental cultural changes in their approach to marketing their products and services.

Really it's a FUN book, not a workbook! Have you been asking, "How do I manifest my dreams?" This is your opportunity to create magic and miracles in your life! Gratitude and asking for what you want can create miracles in your life. You can fall in love with your life and create your dream life. Your dreams really can come true. The "Magic and Miracles: 30 Day Coaching Workbook" can help you in finding YOUR passion - answering the question many of us struggle with. What is YOUR passion? Dream and live an unexpected life. Ready for more joy, energy and enthusiasm? You can find it through the simple exercises included in the workbook, which help you to tap into your Spirit. Start creating magic and miracles in your life. Get started with this 30-day coaching workbook - and you'll be on your way to a new you and a new life in just one month.

Crush Price Objections is Tom Reilly's sixth book. In this book, Reilly demonstrates his knowledge in two significant ways. First, he understands the problems salespeople experience in selling their products. Price objections are their number one obstacle. Second, Reilly demonstrates his knowledge by teaching salespeople how to hold the line of prices! In a surprising twist, this content-rich book is as inspiring as it is informative. Reilly begins with some astounding data on buyer preferences. He illustrates the value of the salesperson to the customer. His comprehensive approach is easy to follow. Part One is preparing to sell in a price-sensitive market. Part Two is how to avoid price objections. Part Three is how to handle price objections. Crush Price Objections is literally filled with hundreds of simple, yet practical tips for salespeople. The list of forty-eight questions to ask buyers is worth the \$19.95. In addition, Reilly offers over forty responses to price objections.

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger-delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of

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the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can put into action the next day. We discuss many different digital marketing tools, from email and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be guided through a brainstorming session on how to apply a digital marketing tool to your business. Ready to connect with your customers and grow your business? Good - let's get started!

ATTENTION: Want to start your own high ticket business? "How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients" In This Course, You'll Find Out How To Make a Killing Selling \$997, \$1997, \$4997, Even \$20,000 High Ticket Products and Programs Are you tired of making measly \$7, \$10 and \$20 sales? You drive so much traffic only to make such a small amount. Your competitors are fierce and everyone's under cutting one another. How would you like to make \$997 to \$20,000 sales from each customer? Think about it... If you make just 5 sales of \$4,997 a month, that's \$24,985! Let's be a bit more conservative -- at \$497 a pop with only 5 customers, that's \$2,485. That's the power of selling high ticket products! "If Selling High Ticket is So Good, Why Aren't More People Doing it?" A lot of people still shy away from selling high ticket items. Why is this? It comes down to a lot of things but one of the first issues is that they lack confidence. If you aren't confident in your own ability to provide great value and if you don't believe that anything you can create will be worth \$2,000, then you might simply avoid trying to make anything for that value. People also tend to do this when selling services. Rather than go after the top clients and offer \$2,000 for a web design, they aim for the lower end clients and charge \$200. They make much more work for themselves and basically that's because they undervalue themselves and they undervalue their time. Another reason that people don't sell high ticket items is that they don't know anything about it. They don't realize that it's an option and once they do consider it, they don't really know how to go about it. There is a ton of information out there on how to set up your own ecommerce store, how to sell affiliate products and how to create ebooks to sell at \$10 a pop. But there's much less information on selling high ticket items. So how can you get started with your own high ticket business? I've written a guide on this exact subject so you can finally reap the benefits. Allow me to introduce you to... HIGH TICKET SALES AUTHORITY How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients What you'll discover in this eBook: How to create a high ticket product that you're really proud of and that you're willing to sell for a lot of money How to reach the right audience and build trust and authority with them Ideas for the types of high ticket items you can create The pros and cons of different types of product How to build a sales funnel to create trust and make that sale How to create a relationship with your buyers Examples of some of the best high ticket products and how they sell How to create a coaching product How to choose a price Which tools to use to build your high ticket business ...and much, much more! You'll learn everything that you could possibly need to know about how to create a high ticket product and help it to sell like wildfire. Get Instant Access Right Now!

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Praise for How to Sell at Margins Higher Than Your Competitor "This is the complete book for both new and experienced salespeople and business owners to learn and re-learn the essentials for success. How to Sell at Margins Higher Than Your Competitors emphasizes the pricing strategies and tactics to increase the market share and profits of any organization. This is a book that is as important to presidents as it is to salespeople." --Bill Scales, CEO, Scales Industrial Technologies, Inc. "As the largest service provider in our industry, we have a significant market advantage. However, we constantly walk the pricing tightrope because, as this book so clearly states, 'business is a game of margins . . . not a game of volume!'" --John K. Harris, CEO, JK Harris & Company, LLC "If you live and die on price, this book could be your only lifeline." --Tom Reilly, CSP, author of Value-Added Selling and Crush Price Objections "How to Sell at Margins Higher Than Your Competitors successfully illustrates profitable sales truths to assist us in selling for maximum return. This book's well-researched, logical, and affirming words validate the simple fact that as a premium company we deserve premium margins. So, while our competitors reduce or match prices out of fear and scarcity, our managers, thanks to this powerful sales tool, can continue quoting and closing with profitable confidence." --Joe Bracket, President, Power Equipment Company "I learned a long time ago that it is pretty difficult to control what my competitors will do, but we must control what we do--like maintaining margins. This book is a 'wow!' that will help my salesmen crack bad habits. Sales organizations should design their entire training programs around the content in this book." --George C. Giessing, President, Brusco-Rich, Inc. "This energizing book is the 'right stuff' for every sales force. It should be a required study for every executive and sales professional who seeks to be successful." --David R. Little, Chairman and CEO, DXP Enterprises, Inc.

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