

Sales Initiatives: Dealing with the ‘Discount Nabber’

Sooner or later, every sales person encounters the customer who refuses to buy unless... they receive a discount. They may be driven by their organization's culture, personal ambition or simply the mindset that a deal is not a deal without a hefty discount.

Even when the price is fair, some people can't be happy without negotiating the price down from a higher starting point. We are all familiar with this addiction, the retail consumer who is obsessed with buying only “on sale” items when all too often the purported sale price is really no lower than the competitor's normal price.

Although not a prevalent practice in western countries, in much of the world a ‘haggling’ mentality among buyers is almost universal. This poses a dilemma for companies holding to an established price list. Faced with a customer who demands a discount or else, the sales person can find himself trapped in a no-win position. In such cases, the following explanations have proven effective:

Our Commitment

1. Customer Fairness Policy – At ABC Company we believe in treating all of our customers equally. That means we do not play favorites or offer “special deals and pricing” to any customers. We believe it would be inappropriate to offer selected customers preferred pricing.

2. ‘No Hassle, No Hagggle’ – When you do business with us, you are guaranteed the best price for your purchases, period! You don't have to be an expert negotiator and you do not need to lie awake at night wondering whether you obtained the “best deal” for your organization. When you buy from ABC Company, you can be certain that you have already received the best price.

3. Pricing Guarantee – With ABC Company, the first price we quote will always be our ‘best price.’ If you don't believe us, feel free to call the references we provided to you earlier. The price they received, based upon their specifications, quantity purchased, and unit prices effective at the time of their order, will invariably be the same as the price which we are quoting you.

4. We Sell Value, Not Price Everyone knows that obtaining the lowest price does not always mean that you have obtained the best value. In fact, the contrary is too often true. If you do not obtain optimal results in products or services for your organization, then the price you paid, no matter how low, was NOT a good value.

5. We sell service along with quality. Our service guarantee ensures that you receive real value for your money. We offer first quality products at competitive prices with excellent customer support so that you obtain the best value, the first time and every time you purchase from us.

6. Improving Materials, Technologies and Systems

We continue to invest in our future and yours through new product development and improvement programs. Our published prices reflect not only the manufacturing costs of the product you receive and the ongoing customer service you enjoy, but also cutting-edge technologies for new product development.

7. Your Trust in Our Name – Since 19XX, we have endeavored to earn your trust. Today, ABC Company has an unparalleled reputation for being the premier provider of XYZ ... in the XYZ marketplace. We will not damage that trust by offering lower prices to some of our customers than others. At ABC Company, every customer is a 'Preferred Customer.'

8. Anti-Trust Legislation – The U.S. Sherman and Clayton Anti-Trust Acts are federal legislation designed to protect buyers in all marketplaces, including XYZ. These acts require that we offer the same pricing to all of our customers within the same class of trade. Regarding laws and industry regulations, ABC Company requires all sales representatives to operate well within both the spirit and intent of the law.

Your Satisfaction - Our Goal

Our commitment is to provide the best products available at the best possible prices with outstanding customer service. Our goal is your continued satisfaction.

Publishing this statement on your company's letterhead provides an excellent tool for your sales force to utilize in combatting customer demands for price discounts.

Enlightening the customer on the issue of fair marketing is well worth the effort. Don't let the discount nabbers steal away what's really a very good deal for your customers!

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