



# DID YOU KNOW SALES TIPS

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How to overcome the “I can get it cheaper somewhere else” objection...

It's not always wise to guide our buying decisions by price alone. No one wants to invest too much for something. However, investing too little has its drawbacks as well. By investing too much, you lose a little money, but that's it. By investing too little, you risk more because the item you've purchased may not give you the satisfaction you were expecting.

It's a economic truth that it's seldom possible to get the most by spending the least. In considering business with the least expensive company, it might be wise to add a little to your investment to cover the risk you're taking, wouldn't it?

When a potential customer flat-out says, “*I can get it cheaper somewhere else.*”

1. Agree with them.

*“That may be very true, Chris ...”*

2. Reply with:

*“... And after all, in today's economy, we all want the most for our money. A truth that I have learned over the years is that the cheapest price is not always what we really want. Most people look for three things when making an investment: the finest quality, the best service, for the lowest price. I'm curious Chris, for your long-term happiness, which of those three would you be most willing to give up? Quality? Service? Or low price?”*

Few people will want to give up quality or service. These words are just a simple reminder that you get what you pay for.

*\*This sales tip was taken from “How to master the art of selling” written by Tom Hopkins published by Warner Business Books 2005*