



DID YOU KNOW SALES TIPS

From **DSC**®

How to overcome the “price is too high” objection...

1. During the beginning of the appointment, scout the house and see what the customer would require to fulfill their needs. In your head, add up all the zones at a price of \$100 each. When completed, add \$100-300 to the total for installation costs (*this will vary depending on what type or how many keypads you typically install and how you pay your installation staff*).

For example, if you counted (2) doors, (1) motion, and added \$200 to the end for installation cost, the total price would be \$500.
2. Ask the customer “we have high end packages ranging from \$400-\$600. Is this within your budget?” At this point the customer expects the price to be toward the higher of the range. In this example, closer to \$600.
3. At the end of the appointment, when you do the actual price (motions are actually \$75, door/windows are actually \$50 etc.) the price will be lower then what the customer originally agreed to and cannot object due to the price of the system.

If the customer does not agree to the original price range you can agree to a more affordable price or leave the appointment without wasting your time.

