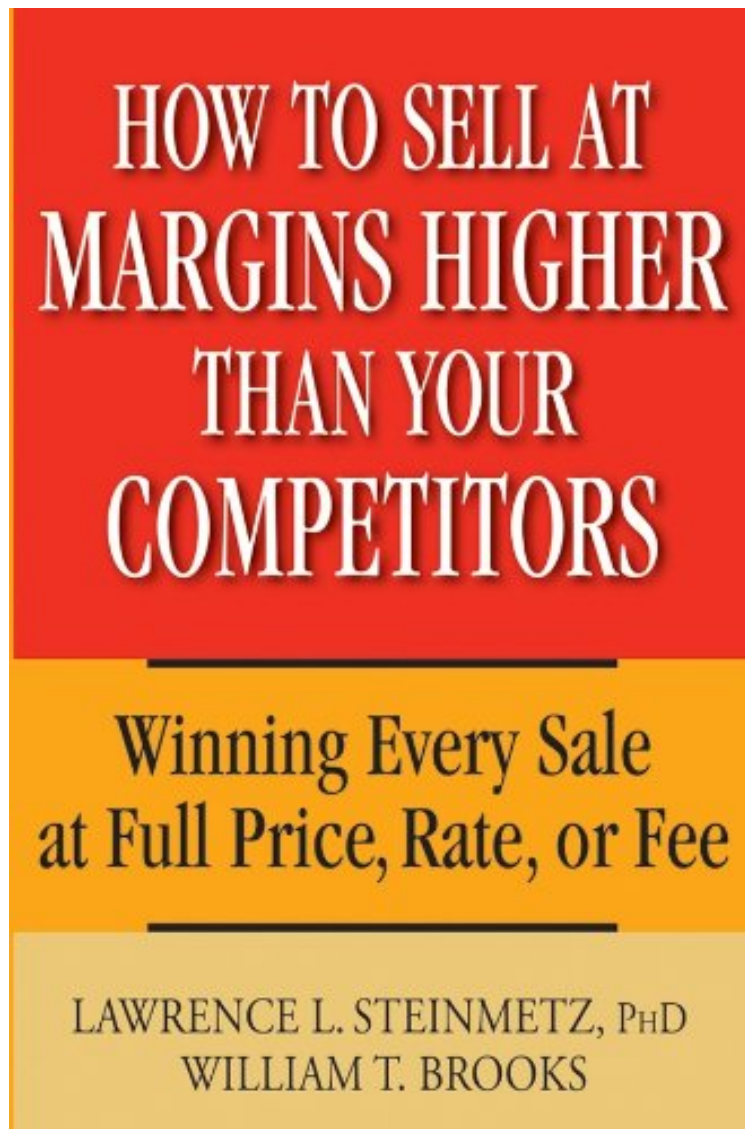


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How to Sell at Margins Higher Than Your Competitors: Winning Every Sale at Full Price, Rate, or Fee

Lawrence L. Steinmetz, William T. Brooks
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4 of 4 people found the following review helpful. An essential book for your sales library.By Reg NordmanThis is a

small but detailed book and one I recommend to any sales manager charged with getting margins up. A bonus with the book is a complete addenda that lists all the ways professional buyers will mistreat (beat up) a seller in order to get him to crack on price. if you have been there as a sales man you will recognize some of these immediately! Buyers lie in order to get you to lower price. If they could get it from someone else at a better price, why are they still talking to you (unless they can't get delivery, quality, service or they are not allowed). The authors discussion of the price buyer is excellent and thorough. What I appreciate about the book is that it is more than a list of what happens, they then give you tactics that are useful in the sale. I have been at this a long time, and never knew the breadth of tactics in this book. I have already been able to use a few in the last few days to great results. (What do they say about the old dog, new tricks?) Their one chapter analysis on setting prices gives the practitioner immediate tools to help decide where you should stand. They are dead set against letting the market determine price - you have to. An essential book for your sales library.

2 of 2 people found the following review helpful. Changed my business

By Chris Jones I originally read this book about 8 years ago, at a time when I was very unsure of how to handle pricing conversations with customers. At the time, I was "cracking" (subtly indicating I wasn't confident in my price, a term I learned from this book). That, in turn, was causing customers who were not very price sensitive to feel obligated to negotiate hard on price. In addition, I didn't have a sense of how to communicate business value outside of price. Its hard to remember now, but at the time every time I sent off a quote I used to negotiate with myself, fearing that the price was too high and that the customer would be scared off. After reading this book, I raised prices and stopped cracking. The results were spectacular (admittedly, I work with a very unique product, so my product was particularly amenable to this approach). This book absolutely changed my business, and as a result it changed my life. Sounds melodramatic, but it is true. I highly recommend it. I think it is a clear way to think about business and sales, especially at a time when more and more business is based on unique intellectual property, where price is a secondary concern. I never talk about price anymore (beyond stating it as a fact), but I have a ton to talk about in terms of business value, and that is all I need.

0 of 0 people found the following review helpful. Great book, makes you think before you DROP that price!!

By Ross Sudbeck This book was GREAT, my yellow highlighter really got a 'workout' with this one. When I started in a sales rep position, it was always so easy to just drop the price a 'bit' and take the easy way to get the sale, this book does a great job presenting the facts and figures that show you how much you need to increase your sales to overcome even a slight dip in margins, the math is really a eye opener, at least it was for me. It really makes you think twice before you drop that price. This book is a must for anyone in sales, especially if you are in a highly competitive market or selling a lot of units.

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.