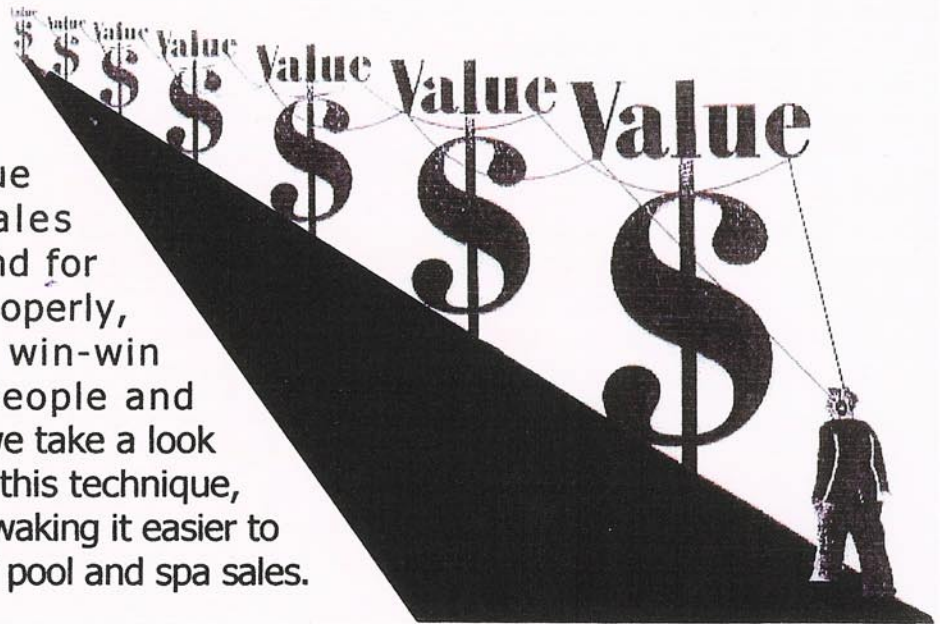


The concept of 'value Selling' is hot in sales circles these days, and for good reason: Used properly, this method creates win-win situations for salespeople and customers alike. Here, we take a look at the reasoning behind this technique, with the goal in mind of making it easier to apply in the real world of pool and spa sales.



The value of value

BY MARIO D. ROSSETTI

If you're after a strict definition of "value" anti consult any dictionary, you'll find that these reference books invariably link value to both the worth and price of objects.

Webster's, for instance, speaks of value as being, among other things, the "worth of a thing in money or goods," the "estimated or appraised worth or price of a thing" and, finally, "that which is desirable or worthy of esteem for its own sake; a thing or quality having intrinsic worth."

With Webster's so helpfully pointing out the interrelatedness of value, worth and price, you could even take this a step further and conclude that value will actually create its own worth or sale price --- including the worth and sale price of the pools cool spas you sell.

Let's see how this all comes to pass.

WHERE IT ALL BEGINS

Value is important for every sales professional to understand because it is value that forms the basis or curry sale. Indeed, the perception of value must be present to at least some degree if a sale is to be closed.

What's more, the amount of value a customer perceives will always be in direct proportion to the amount of money he or she is willing to pay for the product or service being offered.

In other words, perceived has a corresponding worth in dollars. And the higher the perceived value of the product or service, the more someone will be willing to pay for it.