



Puhujien Foorumi

Tammikuu 2008

Tämän otsikon alla esittelemme teille puhujia niin Suomesta kuin maailmalta. Tutustumalla heihin saat uusia ajatuksia ja ideoita. Ota riski ja tutustu uusiin ihmisiin ja ajatuksiin.

SpeakersForum välittää puhujia yrityksille ja yhteisöille. Puhujat edustavat laajaa osaamisen kirjoa ja eri kansallisuuksia. Puhujien Foorumilla esittelemme säännöllisesti näitä ajatuksia herättäviä henkilöitä. Mikäli haluat puhujasta lisätietoa tai tarvitset puhujaa joltain toiselta aihealueelta, ota yhteyttä meihin sähköpostitse info@speakersforum.fi tai soita 0201-552990.

Voitte myös ilmoittaa meille, mikäli ette jostain syystä halua postiamme jatkossa.

Thomas Burzler

Get out of the price trap!

“Your price is 20% above your competitor!”

“If you want this order you have to give me a discount!”

Your sales representatives are facing sentences like these every day. That leads to discounts which are not always necessary. Assumed your EBIT is 10%, a discount of 2% means that you have to sell 25% more to cover the difference!

Price is not always the deciding factor

From the customer's point of view, the cheapest proposal is not always the best one. With a well-designed Value Added Strategy you can achieve prices to raise your EBIT, even in an environment of intense price fighting.

Have you ever bought a product or service even though it was not the cheapest option? And have you ever bought something cheap which later failed to meet your expectations? We have all experienced this kind of thing at some point, and our customers are no exception. It is not always only the price alone that decides. If there is a suitable and viable added value for a customer, he is more likely to pay for it.

If we take a look on an evaluation chart of a purchase department (automotive industry, Germany) it shows us, that the price is only one of 26 criteria!



Thomas Burzler
Thomas Burzler is amongst the leading speakers on sales business in Germany.

Jos haluat tietää lisää
Thomas Burzlerista
- klikkaa tästä



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Customized solution instead of commodity

A suitable benefit is worth money to the customer and he is willing to pay for it. If you are selling commodity as per specification, you can easily be replaced by a cheaper competitor. Your price negotiations will be hard and intense. It is a different story if you provide your customer with a solution that helps him to increase his productivity or even helps him to achieve his company targets. For example, if you are able to switch from selling machine components to selling a complete drive solution with a positive impact on the production time – that is your ticket to higher prices.

Provide benefits and tell your customer about them

There is one more essential factor to achieving better prices and more profit: your customer must see and feel the benefit to him! The more concrete the benefit – from the customer's point of view – the better your chances of a successful price negotiation. The fact that a new motor can save gas and time, for example, is more interesting to the customer than the technology used. Technology is only a means but not an outcome!

The negotiation starts when you enter the room

Often sales representatives think that the negotiation is the final part of the sales process. Wrong approach! As soon as the customer gets his first impression of you, he knows whether he has much room to negotiate or not. From the very beginning he has to realize that you are the one who

- really takes care of HIS important issues
- presents yourself as a better partner for him
- shows your competence by knowing about the customer's business
- is able to ask intelligent questions about the customer's market.

Your target is to make the customer want to buy from you. This means giving your customer the impression that you are a partner he can rely on and showing him that you really are proud of your solutions and – of course – that you stand by your price! And now you have a chance to raise his value thinking.



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Knowing the market and competition

Of course it is important to know about the competition, too. To be prepared means to have arguments for the difference in price. It means to be able to prove to your customer that there is a remarkable difference between your portfolio and that of the competitor. Don't talk about the competitor's weaknesses but about your own strengths! For instance, ask: "If all competitors offered the same price – who would you buy from?" The answer will give you the basis for further negotiations.

Less means more: The D-Question

There comes the time during a negotiation when the customer asks the "D-Question": he asks for a discount. Sometimes this question is only intended to give him the security that the price he got is really the best possible – from you! He must be sure that he has made the best deal with you! Give him this security by fighting hard for every cent! And – by the way – every percent that you gain means clear profit! If you have a total sales volume of \$ 50,000,000 and you improve your average price by 2% - that means \$ 1.000,000 more profit. Assuming an EBIT of 10%, an increase in sales of \$ 10,000,000 or 20% would have the same effect!

What do you think is easier for your sales representatives, fighting for 2% or selling 20% more?

Get out of the trap – now!

Thomas Burzler luennoi SpeakersForumin asiakasklubissa 23.1 otsikolla: "Get out of the trap!".

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