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Dollars and Sense

GMP Workshop: Is Price Everything?

If money makes the world go round, price is the axis that the earth spins on. Ask anyone, buyer or seller, what matters most when it comes to making a purchase. You'd find that, amongst the handful of common answers, price is the underlying force behind decisions, whether people would like to admit it or not.

Besides, even if a consumer is reasoning over durability or features, he or she would still refer back to the cost of the product to make a final decision.

GMP's third in this year's series of workshops steps away from the motivational or skill-enhancing. We invited Discipline Dynamics's principal consultant and sales expert, Regina Chua, to speak about price.

Ironically, Regina didn't talk much about pricing. She used pricing to position her point that the best salespeople, in fact, barely talk about how much something costs.

According to her, bringing in great sales numbers takes an intimate understanding of the different emotional and intelligent wants unique to every prospective buyer.



Is Price the only answer? Sales expert Regina Chua says it isn't.

Citing companies who are able to command premium prices and still bag the best business, she said "It takes a great communicator and an even greater listener to know a buyer's consideration to other things like *consistency*, *after-service* or *on-time-delivery*. That's the way to go beyond price."

Regina emphasized the importance of asking questions to be able to establish the most effective ways to approach a customer, distinguishing the smart and successful salespeople from the mediocre.



Great communication convinces. That's listening to know the right things to say.