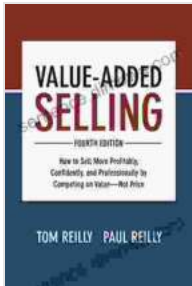


Unleash Your Profit Potential: Master the Art of Competing on Value, Not Price



Value-Added Selling, Fourth Edition: How to Sell More Profitably, Confidently, and Professionally by Competing on Value—Not Price: How to Sell More Profitably, ... by Competing on Value--Not Price

by Tom Reilly

★★★★☆ 4.5 out of 5

Language : English
File size : 11904 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 368 pages
X-Ray for textbooks : Enabled



In a fiercely competitive marketplace, it's no longer enough to simply offer the lowest price. Customers are increasingly seeking value, and they're willing to pay a premium for products and services that meet their unique needs.

In his groundbreaking book, 'How to Sell More Profitably', renowned sales expert Dr. Mark Patterson reveals the secrets to competing on value, not price. Drawing on decades of experience working with top businesses around the world, Dr. Patterson provides a comprehensive roadmap for maximizing profits by delivering exceptional customer value.

Value-Based Selling: The Key to Unlocking Profitability

Traditional sales techniques often focus on emphasizing discounts and promotions. However, value-based selling takes a different approach. It emphasizes the unique benefits and advantages that your product or service offers, rather than simply its price. By focusing on value, you can create a compelling case for why customers should choose your offering over the competition, even if it's not the cheapest option.

Here are some of the key principles of value-based selling:

- Understand your customers' needs and pain points.
- Position your product or service as the solution to those needs.
- Quantify the benefits of your offering in a way that resonates with customers.
- Create a compelling value proposition that clearly articulates the reasons why customers should choose your product or service.

Benefits of Competing on Value

Competing on value offers numerous benefits for your business, including:

- **Increased sales:** By focusing on value, you can attract customers who are willing to pay a premium for products and services that meet their specific needs.
- **Higher profits:** When you sell on value, you can command higher margins than if you were simply competing on price.
- **Customer loyalty:** Customers who perceive that they're getting value for their money are more likely to become repeat customers.

- Improved reputation: Businesses that are known for providing value earn a strong reputation for quality and reliability.

Strategies for Competing on Value


In 'How to Sell More Profitably', Dr. Patterson outlines a comprehensive set of strategies for competing on value. These include:

- Conduct thorough market research to understand your target customers' needs.
- Differentiate your product or service from the competition by highlighting its unique features and benefits.
- Build strong relationships with customers by providing excellent customer service and support.
- Use testimonials and case studies to demonstrate the value of your offering.
- Create a strong brand that communicates the value of your products and services.

In today's competitive marketplace, competing on price is no longer a viable strategy. By embracing value-based selling, you can unlock the path to increased profits, customer loyalty, and long-term success. 'How to Sell More Profitably' is the definitive guide to competing on value, and it's a must-read for any business owner or sales professional who wants to maximize their profitability.

Free Download your copy of 'How to Sell More Profitably' today and start reaping the rewards of value-based selling!

HOW TO SELL MORE PROFITABLY



WHAT?


A measure of profit is the difference between sales and expenses. Most owners of B2B companies know that gross profit is the difference between sales and the direct cost of goods sold.

Sales revenue - Cost of sales = Gross margin

A gross margin of 20% is considered normal for most B2B companies.

It means 40% of the sales is used to pay for production and other direct costs.

After taking into consideration all other expenses, the most common is income tax, the remaining 10-15% are left for the owner.




WHY?

All business owners want to increase their sales and profit. However, it is not always easy to do so. The most common reasons are:

- Many owners do not know how to increase their sales and profit.
- Many owners do not know how to reduce their expenses.
- Many owners do not know how to increase their profit.

FACT:





A 1% increase in sales can increase your gross profit by 10%.







HOW?

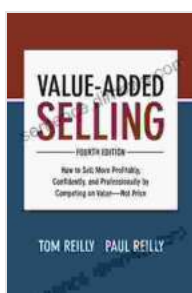
There are only three ways to increase profitability: 1. Sell more products, 2. Increase prices, 3. Reduce costs.

THE DO'S

-  **Sell more products**
Understand the customer's business and needs. Offer solutions that solve their problems.
-  **Reduce costs**
Reduce the cost of goods sold by negotiating better prices with suppliers.
-  **Reduce expenses**
Reduce the cost of doing business by negotiating better prices for services and supplies.
-  **Reduce taxes**
Consult with a tax professional to ensure you are taking all the tax deductions available to you.

THE DON'TS

-  **Don't raise prices**
A 1% increase in price can reduce your sales by 10%.
-  **Don't increase sales**
Don't increase sales by offering discounts or special offers.
-  **Don't increase costs**
Don't increase the cost of goods sold by purchasing from expensive suppliers.
-  **Don't increase taxes**
Don't increase taxes by not taking all the tax deductions available to you.



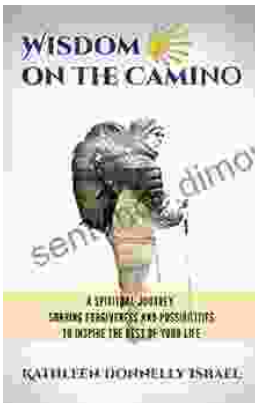
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