

## WINNING THE PRICE WARS

### How to sell more value and win more clients in the new economy.

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At age 34, Jeffrey took over and built his family's landscape business into a \$10 million enterprise. He now facilitates **peer groups** for landscape business owners who want to transform and grow their business. To learn more, visit [www.GetTheLeadersEdge.com](http://www.GetTheLeadersEdge.com).

#### When you are getting shot down on price, the following is happening:

1. You are talking to someone who is not a right fit.
2. You didn't build trust by solving their deeper problem/pain.
3. The prospect was not in enough pain to begin with.

#### How much will you gain (\$\$\$) by improving your sales closing ratio?

at 5% improvement\_\_\_\_\_ at 20% improvement\_\_\_\_\_

#### 1. Catch and Release – Set yourself up for success "before" you go on the sales call.

- CASE STUDY: Green light, Yellow light, Red light.
- Questions and Conditions that you can use to screen clients.

#### 2. Gain control of the sales call, through the power of questions.

- Ask permission to ask questions.
- Create a list of questions – here are some:
- Turn around your client's tough questions – with your own list of questions that will give you back control.

#### 3. No pain, no gain – Make an emotional connection through their pain.

- Everyone is driven by Love/Joy or Hate/Pain.
- Create urgency.
- Identify painful outcomes of happy events.
- Go down the funnel: *Problem->Personal Problem->Pain*

**4. Plant memory hooks – Sell the added value. (This works crazy well!)**

- Hook to past memories—favorite flower.
- Imagine current situation—with full emotion and imagination.
- Hook to future memories—plant a tree.

**5. Results are worth more - Shift the conversation to results language.**

- Ask results based questions.
- Talk benefits/results.
- Package benefits into results.

**6. Show and tell your process**

- Don't do this at the beginning of your sales call. (Do it at the end.)
- Present your process so it meets your clients needs.

**7. No change, no value – Here is how you show value!**

- Change their issues.
- Change their to-do list.
- Change their solutions.

**8. Don't leave the appointment, until the prospect has “skin in the game”**

- Contract.
- Deposit.
- Design Fee.
- Visit our showroom.

**BONUS – ADDED VALUE (if we have time)**

- The communication “musts” – Before/During/After the initial sales call.

**You Don't Need To Go It Alone.**

You can grow faster and more efficiently – and have more fun in the process,  
by joining The Leader's Edge peer group.

Visit [www.GetTheLeadersEdge.com](http://www.GetTheLeadersEdge.com)