

## Increase the Value of Your Sale With No Extra Effort

**If you want to increase the value of a sale there is a simple formula.** This formula works easily, provided you are selling to a value buyer instead of a price buyer.

**A value buyer is someone who is focused on getting the best possible outcome or end result - the best value.** To the value buyer the outcome is more important than the price. Value buyers make decisions based on which solution will give them the best value - the best outcome that they want. They are prepared to pay more for a solution they perceive as having more value or offering them a better outcome. Value buyers will pressure you to increase the value you are offering so they get a better outcome. Value buyers act very differently to price buyers.

**A price buyer is someone who is focused on getting the cheapest price.** To the price buyer the outcome they will get from your solution is identical to the outcome they will get from your competitors and therefore the only difference they see is price. Price buyers make decisions based on who offers the cheapest price. Price buyers will pressure you to decrease your price. You want to identify price buyers as quickly as possible and not waste your time on them.

**So if you have determined that you are selling to a value buyer** and you're at the stage in the sales process where it's time to discuss the price for your solution, it is time to use this formula to increase the dollar value of the sale with no extra effort.

**So what is this formula? This formula is all about giving your value buyer two pricing options--** An Option A pricing option and an Option B pricing option:

**Option A: the price for the solution that meets their current needs.**

**Option B: a higher price for the solution that goes beyond their current needs and offers a much better value.**

**When you present Option A and Option B to a value buyer,** the value buyer will instinctively be drawn to the option that gives them the best value. Option B will be irresistible to the value buyer. That is the option this value buyer will want - dollars/funds permitting - and they will do all he or she can to justify Option B even if it costs more than they originally intended on spending.

**This formula is so straightforward; yet it is infrequently used.** The tendency is to treat everyone as a price buyer and assume they will make a decision based only on lowest price. The danger, however, is that if you treat a value buyer like a price buyer, you will repel the value buyer and your value will be diminished in their eyes.

**In the next 24 hours, I challenge you to brainstorm all additional items you could add to your solutions to increase their value** - improve the outcome in effect - for your value buyer. Enlist the help of others on your team or a sales coach, as sometimes it is hard to see all the options that are actually open to you.

**Once you have your list of additional valued items,** come up with some Option B pricing options for your current prospects and present them to those prospects.

**From now on, instead of thinking of ways to decrease your price, be on the constant lookout for ways to increase your value - and therefore your price - for your value buyers.** From now on always be offering an Option B.

**Do so, and you will increase the dollar value of your sales with very little extra effort.**

*Australian Tessa Stowe teaches small business owners and recovering salespeople simple steps to turn conversations into clients without being sales-y or pushy. Her FREE monthly Sales Conversation newsletter is full of tips on how to sell your services by just being yourself. Sign up now at [www.salesconversation.com](http://www.salesconversation.com).*