

but they just want to feel like they have won something.

The fundamental problem is that too many salespeople see themselves as order-takers rather than value advocates. Your job is not to give customers whatever they ask for at whatever prices they want. Your job is to advocate for your company's value proposition and to help customers understand why your solution is worth what you are charging. By doing so, you protect your company's profit — a core part of your job.

This is not about playing chicken with your customers over price. It is about having the confidence and professionalism to stand behind your pricing model. It is about respecting your company's need to make a profit. And, ultimately, it is about respecting your customers enough to be honest with them about the value they are receiving.

The Best Defense

The best defense against price pressure is a full sales funnel. A sales rep who has a full funnel and new customers ready to come on board is much less vulnerable to price pressure than those who absolutely need every customer they have because they have nothing else going on. Do not ever put yourself in a

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position where you have to keep a customer at all costs.

The Bottom Line

Price objections from current customers are a fact of life in B2B sales. How you handle them can either reinforce your value or undermine it permanently. The next time a customer comes to you asking for a discount, resist the urge to panic.

Ask these four questions, listen carefully

to the answers and then make a decision that respects both your company's need for profit and your customer's need for value. Sometimes, you might even have to shake hands and part as friends.

Your customers might not always like your answers, but they will respect you for them. And, in the long run, that respect is worth more than any short-term discount you might give away. ■

Troy Harrison is the author of "Sell Like You Mean It" and "The Pocket Sales Manager." He helps companies navigate the elements of sales on their journeys to success. To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email troy@troyharrison.com. Visit www.troyharrison.com.



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