

# Industrial Marketing Services.

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*Helping organizations grow!™*

## Business Insight.

Is price the *real issue*?

*by Sanjay Limaye.  
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## Is price the real issue?

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With increasing number of competitors & demanding customers, selling organization are facing discount pressures. Sales managers often find, common reason for losing the orders to be the PRICE! What can a sales person do in this demanding business environment?

Let's look at 5 strategies; you can deploy to address the increasing discount pressure.

**I-** Is price really the issue?

When a price objection is raised, it doesn't mean you have to discount. First, dig deeper to find, if price is really the problem. It could be an excuse for a separate underlying issue. Your job is to reveal the 'true' issue.

**II-** Offer a 'solution' that suits customer's need.

Yes, I know everybody offers a 'solution'! However I suspect whether it is really the solution what customer expects. Does your offer address the customers' issues / problems? One way to check this is, whether it helps in the buying process & provides enough justification for him to convince his other buying team members.

**III-**The benefits are bigger than the product!

The benefit of your solution is often bigger than the product itself. Help the customer understand everything your solution represents. Make it easier for the customer to justify the business relationship through tangible results.

**IV** - What is 'the' problem?

Front end of the organization (Sales / Marketing) is the key differentiator. Customers expect salespeople to solve the problems. If you are truly interested in your customers' business, it shows. In doing so, you can differentiate from your competitors and you've taken the first step toward reducing price pressures. It is still true, many salespeople never ask the customer what they are trying to solve, achieve, or avoid.

**V** - Focus on senior level.

Decision makers at senior level are more concerned with value and return than with purely price. By accessing senior-level decision makers you get an intimate & better understanding of how your solution can address organizational business issues. The information you can use to differentiate yourself & offer a true 'solution'.

By, Sanjay Limaye.  
*Principal Consultant.*

**About Sanjay Limaye:**

As a consultant with over two decades of experience in sales, sales management, marketing and corporate management, Sanjay brings clients wide-ranging expertise in developing, growing and running sales and marketing organizations in today's global economy.

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