

Value-Added Selling

Value-Added Selling is a **proactive** philosophy of seeking ways to enhance or enlarge your solution (beyond the simple, “product/service for \$’s approach) for the customer.

Value-Added Selling is a “new way of doing things” with customers. The foundation for how we think about and act with customers is **TRUST** and the **CUSTOMER’S NEEDS**.

Trust-building, exploring for needs, presenting value-added solutions, professionalism, being of service, and helping ensure benefits are being realized are critical Value-Added Selling skills.

Value-Added salespeople take the initiative to add value. They do not wait for the customer to complain about price...they build more value in on the front end so that price is not the only means for the customer to enhance value in the exchange.

Value-Added Selling is based in the belief that TRUST is the currency of great business relationships. This business philosophy also includes the notions/beliefs:

- Customers make buying decisions for their own reasons, not yours (or mine);
- Customers “value” trust, time, attention (of whoever they are interacting with), quality information, assistance, and referrals, products & services that help them satisfy whatever business and personal needs they want to satisfy;
- Customers want to get as much (if not a little more) value as they believe they are having to give up to acquire (and use) the product or service;

Value-Added Salespeople are in the business to make a difference, not just to make a deal. They approach the customer by asking themselves this question, “Where can I have the greatest impact on the customer’s business?”

The value-added, bundled package solution is a three-dimensional solution: your product/service, your company, and yourself.

Your product/service offers the customer value in terms of what your product/service can do to help them meet business needs (generating revenue, decreasing costs, improving productivity, decreasing work effort). Your company brings value to the table with the TRUST, facilities, parts/services, and problem-solving expertise & assistance...

You add value with TRUST, problem-solving skills, accessibility, ability to customize the solutions for the customer’s specific needs & situation, communication...