

WINNING THE PRICE WARS

How to create emotional bonds, sell value and win more clients in the new economy.

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

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

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

How much will you gain (\$\$\$) by improving your sales by 5%?

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.
- Develop a list of Questions and Conditions that you or your office can use on the phone to screen clients.

2. Gain control of the sales call – through the power of questions.

- Ask permission to ask questions.
- Develop a list of questions...

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

- Everyone is driven by Love/Joy or Hate/Pain.
- Identify painful outcomes, creates a sense of urgency
- Go down the funnel: *Problem > Personal Problem -> Personal Pain*

4. Ignite their imagination and memory – Sell the added value.

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

5. Don't leave the appointment – until the prospect has “skin in the game.”

- Contract
- Deposit
- Design Fee
- Visit our showroom
- What else? _____

BONUS – ADDED VALUE (if we have time)

- The communication “musts” – Before, during and after a sales call.

You Don't Need To Go It Alone

Join the Leader's Edge peer group – for landscape business owners who want to transform and profitably grow their business.

Ask me more about it, or visit www.GetTheLeadersEdge.com.