

Good day,

If you want to better your chances of success and get more sales, review the info below on value, and how to better communicate the value you deliver.

Armed with, and implementing, the knowledge from below will better your chances of success and grow more sales.

Regards,

Mike Sawchuk

The turnaround may be slow but you don't have to be – learn how to get out of gate faster than your competitors and position yourself for market leadership.

Not surprisingly, it's all about value. The Random House Dictionary defines the kind of value we are talking about thus:

val•ue vael yu [val-yoo] noun 3. the worth of something in terms of ... some medium of exchange.

4. equivalent worth or return in money, material, services, etc.: to give value for value received.

The medium of exchange that we are recommending is insight—the exchange of your Insight + Product or Service for the business, i.e., money. If you want to trade in real value to the customer, you have to share your expertise as a salesperson. From your wide experience in a particular industry, you have knowledge that individual clients in that industry may not have: knowledge of trends, typical problems, best-in-class solutions and types of opportunities available. Codify your knowledge; know what you bring to the table in terms of insight that can be traded on. And then craft questions that will help the client discover this wisdom for him/herself.

Remember, it is in guided self-discovery that a client will feel the full weight of new knowledge—so ask questions to which you may already know the answer.

Insight is the new medium of exchange and the sooner you can begin trading on it, the faster you'll get out of the gate and take full advantage of the coming recovery.

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