

Good day,

Below find good information on different types of customers (each looking for value in a different format) and the need to deliver your 'package' and 'message' differently to each in order to increase your success ratio.

Cheers,

Mike Sawchuk

When one company willingly exchanges its hard-won financial capital for goods or services from another, in the broadest sense it expects to extract some kind of value from those goods or services, a value it needs right now and can't find anywhere else.

Everyone's Looking for Value.

If value is the crux of any sales transaction, then look to define customers by their value expectations. In today's hyper-competitive global marketplace, customer value expectations break down into three categories:

- The customer knows what it wants and wants it cheaply. Picture Wal-Mart. This is an intrinsic value customer. The lead is ideal for a sales staff that's geared for transactional selling and can make a lowest-bid offer.
- The customer is willing to invest time with the salesperson to create a solution that provides value. This is an extrinsic value customer. The lead will be welcomed by a sales staff that does consultative selling.
- The customer is looking for a partnership with the supplier. It's ready to change how it operates to leverage the supplier's core competencies. This is an enterprise value customer. The lead will be sought after by sales staff whose companies can support this kind of relationship.

Armed with a better understanding of customer types as defined by their value expectations, Sales People can realize dramatic gains in the productivity of many of its activities. Some target all three types of customers, in other cases Sales People pursue just one kind of customer.

The key is to understand the type of customer and what value they are looking for and deliver your message tailored to them.

The amount of time and energy that's save with this analytical tool alone can be breathtaking.

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