

DON'T WAIT UNTIL PRICE BECOMES AN ISSUE BEFORE PROVIDING VALUE. THEN IT'S TOO LATE!



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What value do you bring?

Position yourself as a value-added Sales Rep:

- ✓ Neat appearance (including your vehicle) – First impressions can make the difference.
- ✓ Scheduled appointment, not just a “donut drop”.
- ✓ Do you have a list of what you would like to accomplish?
- ✓ Be organized and well-prepared with appropriate literature and samples.
- ✓ Prepare good questions.
- ✓ Be prepared to describe the difference between you and your company vs. the competition.
- ✓ If you are presenting a proposal, make sure it is accurate.
- ✓ Be passionate about what you do, your company and the products you sell.

(Life's too short not to wake up every morning anxious to get going – Love what you do)

Make it clear that you want to help - not just sell a product.

- Bring market knowledge, industry knowledge and product knowledge to your meeting.
- Do you work every day to build your base of knowledge?
- Spend time with your Manufacturer Sales Reps to learn more about the value and benefits of the products you are selling.
- Review the manufacturer's websites:
 - www.atrium.com
 - <http://marketing.atrium.com>
- Review the industry websites:
 - www.remodeler.com
 - www.builderonline.com
 - www.nahb.com

Customers want a Sales Rep who can get things done, who is sincere and trustworthy. If they perceive that is who you are, you will move up in the pecking order.