

Rehab for Price Addiction

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Without *price rehab* a salesperson may remain forever addicted to price as their chief selling tool. Rehab can be defined as the following: to rescue one from a state of irresistible or psychological need. To apply this to a sales situation it may sound like the following:

Salesperson: *Mr./Mrs. Customer before we begin I want you to know that the models you are looking at are priced so low that you won't believe it! In actuality we have never seen nor do we believe you will ever see again pricing as amazing as what is occurring right now! What is your current budget?*

This comment is made before actually taking the time (and effort) to determine if the unit is really the best fit for that customer.

Let's imagine that you have had severe heart pain, fainting and dizzy spells. With courage you finally take yourself in to see a cardiovascular specialist. Upon sitting with the Doctor he says the following:



Mr./Mrs. Patient before we begin I want you to know that all of my services are currently on sale! In actuality we have never seen nor do we believe you will ever see pricing as amazing as what is occurring right now! What is your current budget for heart surgery?

If an actual doctor made the comment above you would probably find it odd – odd in the sense that the doctor did not take the time to understand your symptoms before “selling” you on price. Secondly, it sounds more like the doctor wants to “get” your money more than understand if surgery is really what you need. This would be placing finances or money ahead of a person's needs.

Here is the order of importance to a customer (or patient) when considering a product (or service).

- #1 The Salesperson (or doctor)**
- #2 The Company (or institution)**
- #3 The Product (or service)**
- #4 The Price**

First, if you take a moment and really study the fact that liking and believing in the doctor as your most important criteria prior to a surgery you will probably agree – it just fits. It is the same for purchasing an item from a salesperson – you would *prefer* to like and trust them.



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Secondly, believing the company (or hospital) is there to service your needs after the sale (or during surgery) is the second biggest consideration – you want to know you will have support. **Third**, the product (or service in the doctor example) must meet your specific needs. People don't come in to spend money rather they call or come in seeking assistance and understanding that relates to them personally (or to save their life). The **Fourth** item of consideration is the price. After all, price does matter – it just isn't the first priority. If the salesperson, company, and product all *appear* to have equal value to a customer – then the price wars begin and margins are sacrificed.

Price wars, or discounting, occur when the other 3 elements (salesperson, company and product) all appear to be of equal value. I will become addicted to selling price in an attempt to make up for the other 3 areas not having strength in my sales process. Discounting at face value appears to be the easier path to a sale. Yet, if a doctor took this approach with you would it grow your desire to do business with them?

Breaking the price addiction behavior can be done by redirecting the focus back to what is most important to the customer – the salesperson. How can this be done? Think about how competently a doctor goes about this process. The doctor sits and seeks to understand everything about the patient's needs prior to recommending anything! The doctor built value by first *understanding* what would best serve the patient.

In the book, The Seven Evolutionary Levels to Profound Selling, which levels do you suppose are most prone to price addictive behaviors? Level 1 and Level 2 are most likely to take this approach. Why? This is due to not being exposed to a *system* of growing understanding with a customer. This system is shared in Level 3 – a system few salespeople have ever seen or had the opportunity to understand.

Breaking the price addiction requires a simple element – bringing a consultative approach to selling the same as a doctor brings it to a patient. Changing habits (or margins) begins by changing one's understanding.

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