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Your Products Are Worth What They Are Worth!

Do you discount your products (and yourself) by justifying the price when someone asks you how much it is? You might be doing both yourself and your customer a disservice.

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I went into the pharmacy the other day to see whether they had a nutritional supplement that would replace the one I had forgotten to bring with me.

After narrowing it down to two brands I took the one that had the ingredients I was most familiar with. It had the highest dosage as well.

Just to confirm I was on the right track I then deferred to a higher authority… the pharmacist… and asked his opinion. He closely scrutinized it and said "Yes that's the best there is here but you know, it costs a lot more than the other one"!

PARDON ME?

I didn't ask him if it was the cheapest, I asked him if it was the best. He made the assumption that I wanted something I didn't ask for. He also assumed that I had not looked at the price. He may have even assumed I might not be able to afford it!

Truth is… I would pay just about anything to make sure I got the right supplement because THAT is what is important to me.

Another truth is that if it had been someone else other than me, his assumptions could have made him less money that day.

Do you do what the pharmacist did to your products, business opportunity or company?

Do you discount your products (and yourself) by justifying the price when someone asks you how much it is? Or saying things like "You know I can show you how to get that at wholesale."

The price is what it is. If people in your organization are successfully selling it at the full retail price, then that's the price. Have faith in that.

Expand your comfort zone and don't assume you know what people are thinking.

You create value in your products or service based on the depth of the other persons need PLUS their level of desire to achieve a better result.

The key is to ask enough "right types of questions" to allow them to tell you, and themselves, that's all!

So, your products are worth what they are worth. If you can't live with that then consider finding something else that you can believe in.

And here is the final truth…I was surprised that the cost of the product was comparatively less than I normally pay. Moral of the story… *I would have paid more… and so will most people if they know it's better and their desire is great enough.*

Michael Oliver is the founder of Natural Selling, the only sales training program designed to really eliminate rejection and objections. He is also the author of the international best selling book "How To Sell Network Marketing Without Fear, Anxiety Or Losing Your Friends!"

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