

COSE WedEd Series: Selling Value Not Price

Presented by Marvin Montgomery

Step # 1

- ▶ Determine Your Pricing Strategy

Step # 2

- ▶ You Win From Within
 - ▶ 3 Selfies

Step # 3

- ▶ Discuss Budget During the Needs Analysis

Step # 4

- ▶ Isolate Reason for Price Concern

Step # 5

▶ Identify the Pain

Step # 6

- ▶ Be Prepared With Options & Alternatives

Step # 7

- ▶ Present Your Value As a Solution

Thank You!

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