

How to Talk About Increasing Prices

By Jenaé Rubin, President, Sales Powerhouse

Are your rates increasing? Are you concerned about how your customers are going to take it? Are you having a hard time passing along the increase? Follow three simple steps and you will make telling your customers easy:

- 1) Be comfortable and positive
- 2) Address their hot buttons, and
- 3) Include values when you give price.

Confidence Rules

If you are scared about how your customers and prospects will react, they'll sense your fear and react exactly the way you don't want them to. The solution is easy! Be comfortable with your prices. If you're not, talk to whomever you need to talk to in your company to get comfortable. You will be at best marginally successful when you don't completely believe that what you selling is fantastic and worth every penny.

Stay Focused on Them!

If your prices were 20% *lower*, you would still only do business with those who see your value. It's not your price that determines if people will do business with you. **Price is only an issue when customers see nothing else to compare.** Stay focused on how you can help them achieve their goals and overcome their challenges.

The Secret Weapon

When you do announce the price, say these words *immediately* following the number, "and that includes. . . ." Now remind them. . .

- 1) What benefits you have that your competitors don't,
- 2) What value added they are getting, or
- 3) What major hot button you help them with

Follow this simple formula, and this will be a great year.

Here's to successful, stress-free sales[™],
Jenaé Rubin

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