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Value-added selling has
become one of the most
popular sales approaches

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these days, as a sort of inevitable evolution of consultative selling. In value-added selling, the salesperson offers the product or service but then also throws in something unique to make that product

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more valuable to prospects.
Value-added selling not only helps you to differentiate your product from the competition, it also motivates buyers to come to you instead of doing their buying over the Internet.

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Learn How to Add Value to
Your Sales

Here's how to make value-
added selling work for you:
Take time to learn the
customer's business. Don't

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tell prospects that you'd like 15 minutes of their time to learn about... Come up with new ideas for your customers. If your ideas only relate to what you're selling, you're in trouble. Every... ..

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The abbreviated guide to
value-added selling

Let's look at six ways to
put value-based selling into
action: #1. Think through
your product. A lot of

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Price

Companies will spend tons of time and money building their product well—then quickly throw a sales page together and expect customers to fall head over heels.

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Value-Based Selling: 6 Ways
to Sell Value Rather Than
Price

Value-added selling is a
proactive philosophy. Value
added salespeople take the
initiative to add value.

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Value added salespeople do
not wait for the customer to
complain about the price and
then say, "Hold on a minute
while I whip some value-
added selling on you!" Value
added salespeople build more
value in on the front end so

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that price becomes less of
an issue on the back end.
Being proactive with
customers means you never
have to say you're sorry.
Value-added selling is more
than a ...

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What Is Value-Added Selling?

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Value Added Selling is a
philosophy and a process.

It's not a sales call. The

Value Added Sales Process

brings maximum value to the

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customer and to the sales
rep. Because it's a process,
you must understand the
strategic significance of
your actions and the impact
they have on the customer.

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Value added = selling price
- cost price. £200 - £100 =
£100. Therefore. Value added
= £100. How a business can
add value. A business can

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Secret #4: Add your value to

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their value. Once your
prospect has told you the
value they will receive from
solving their problem, they
will be receptive to
listening to how you can add
even more value. Not only
will they be receptive to

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listening to how you can add
more value but they will
also be appreciative of the
additional value you can
add. 3 E

4 Secrets for Selling Value

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5. How to Add Value by
Decorating. Decorating is
perhaps the most obvious
task when thinking about how
to add value to your home.
Whilst small, superficial
defects won't directly

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affect the value of a
property, they could put off
potential buyers and
therefore prevent it from
selling at the optimum
price.

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Home: 20 Value Boosting Tips
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Value-added is the
difference between the price
of product or service and
the cost of producing it.
The price is determined by

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Value-Added Definition
You can add value to a
product or service by

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improving the packaging or
the design. You can increase
its value by simplifying its
method of use. Apple
transformed the entire world
of computers by...

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To Your Business
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Fundamentals: 7 Actions to
Create 3 Thoughtful
Interactions 1) Firmly
believe in your USP and back
it up. 2) Block out some

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Powerful Examples of How to
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How to Sell Value Instead of
Price 1) Who Will Buy Your
Product? Ask yourself, "Who
is the person who is most
likely to buy my product and
buy it... 2) Identify Your
Customer's Problem Clearly

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Once, you've done this,
you'll be able to move onto
the next step which is...

3) Make a List of All of Your

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Value Rather Than Price
Value added selling is one
of several sales techniques
that relies on building on
the inherent value of a
product or service. By its
nature the value add
technique is a more flexible

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In a marketplace too often
focused on price, "Value-
Added Selling" provides
Sales Professionals with a
market-proven approach for
selling customers on the
inherent value of a product.

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focused on price, Value-
Added Selling provides sales
professionals with a market-
proven approach for selling

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