

Selling BC for All It's Worth

jonathan hinshaw, founder of EBWAY Creative

Everyone Depends On You

Your sales efforts impact everyone... without them, everything stops

1

Push Your Luck

Be the force that makes it happen

2

Raising the Entry Fee

How to sell value instead of widgets

3



Who is Jonathan Hinshaw?

A little bit about me...





20,000 FT VIEW

Sales *is not about* what something “costs”.

Everyone Depends on YOU

Your sales efforts impact everyone. Without them, everything stops.

▶ **Sales is the Driver**

- Pause and remember that challenges are experienced in all professions, but only those in sales have such an opportunity to be so directly responsible for the success of a business.

▶ **Maintain Focus**

- Keep moving forward only with the sales tasks, activities and thoughts you know are necessary to achieving your sales objectives.

Push Your Luck

"Diligence is the mother of good luck." – Benjamin Franklin

▶ **Prepare**

- Work hard to be ready for the opportunities that are important to you. Research. Practice. Perfect.

▶ **Be Awake**

- Pay attention to the people, events, and things around you. Evaluate logically and trust your gut instinct.

▶ **Take Action**

- Put yourself out there. Explore. Be vulnerable. Make contact with people. Take risks.

▶ **Expect Positive Results**

- Optimism improves your chances. If (when) you fail, embrace the lesson and continue on, smarter.

Raising the Entry Fee

How to sell value instead of widgets

► Take Action

- Create a positive buzz about you and your work
- Make others want you as a part of their team, not their employee
- Make your customers excited about referring you to others
- Collect positive testimonials and case studies (document your success)
- Find a handful of customers who will help you sell - that prospects can actually call (aka Raving Fans)



Types of Pricing Models

Understanding the four types of pricing models

1 Cost Plus

Figure out your cost, including both cost of goods and fixed costs at your current volume. Then, add a certain profit margin.

2 Target Return

Set your price to achieve a targeted return-on-investment (i.e. ROI). Requires up front investment and lots of mathematical equations :(

3 Value Based

Price your product based on the value it creates for the customer. This is **the most profitable** form of pricing.

4 Psychological

AKA the "low-cost leader", you must be priced lower than your competition. If you want to signal high quality, you should probably be priced higher than your competition.

Value Based Sales

Stop selling widgets and start selling value

WEBSITE

MARKETING

OPTIMIZATION

REPORTING

**LEAD
GENERATION**

**CUSTOMER
MANAGEMENT**

ONLINE SALES

YOU!
(You Are Unique)



Handling Objections

Remember, objections are nothing more than questions in disguise.

The Competitor Objection

Be Prepared. Be Quick. Be Clear.

► Objection #1

- Your Competition only charges \$X/mo



► Response

- First off, are you looking for the cheapest price? If you are, we're probably not the best fit...
- I can not tell you what they (competition) won't do, but I can tell you what we will do...
- Mr/Mrs. Customer, Do you remember the doc/survey I showed you about our company...Certifications...Etc.?

The Adobe Objection

Wholesale vs. Retail Pricing

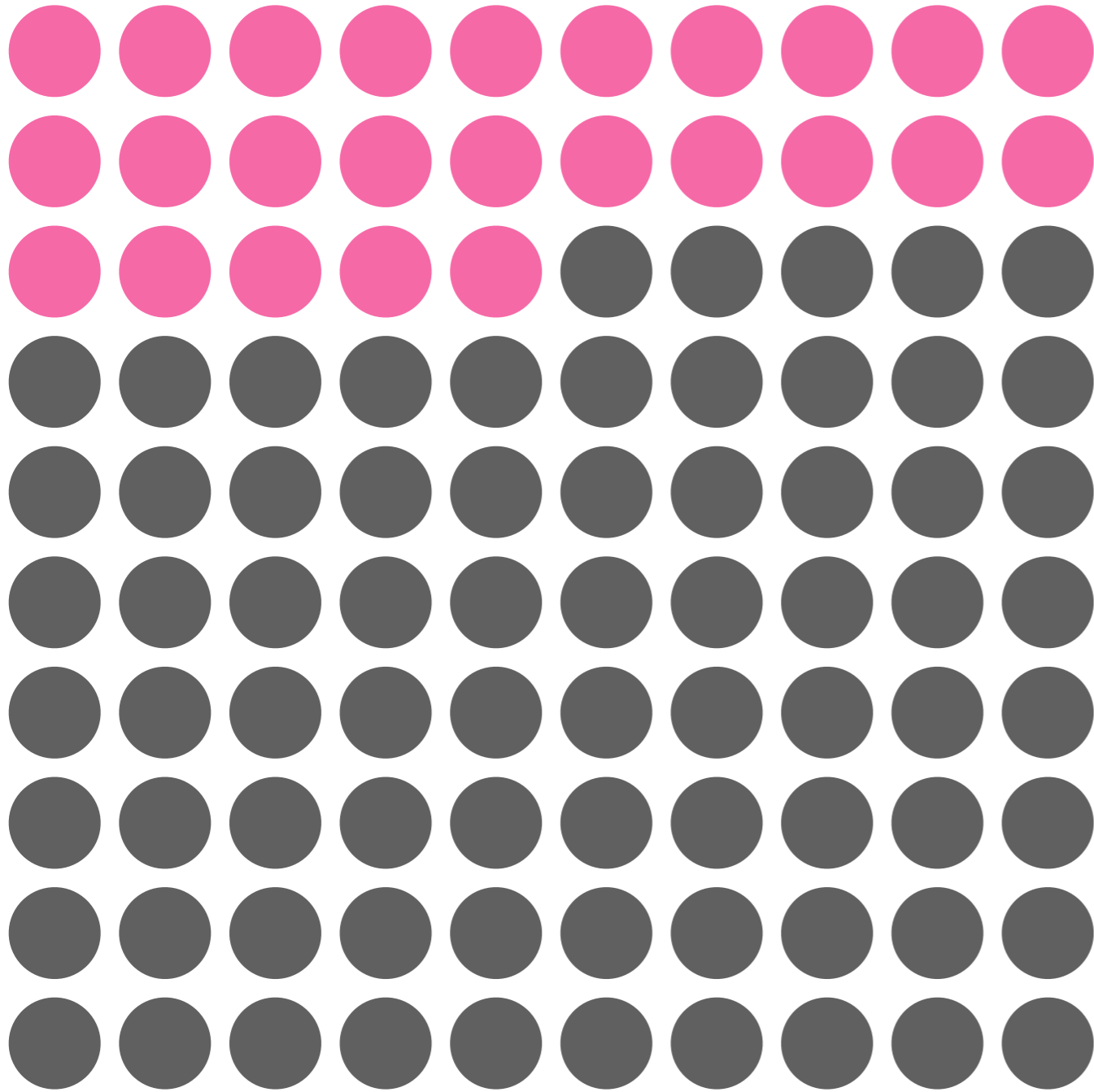
▶ **Objection #2**

- Adobe only charges \$X for these plans, will you match their pricing?



▶ **Response**

- First off, are you planning on becoming a BC Partner or White-Label Reseller? If so, this is a much different conversation...
- Adobe publishes wholesale pricing and if you plan on agreeing to their terms and using your “free portal” to advertise Business Catalyst, we’d love to have add you to our reseller plan...
- Adobe has no Phone # and they support their platform only, we offer you... (list your value adds)



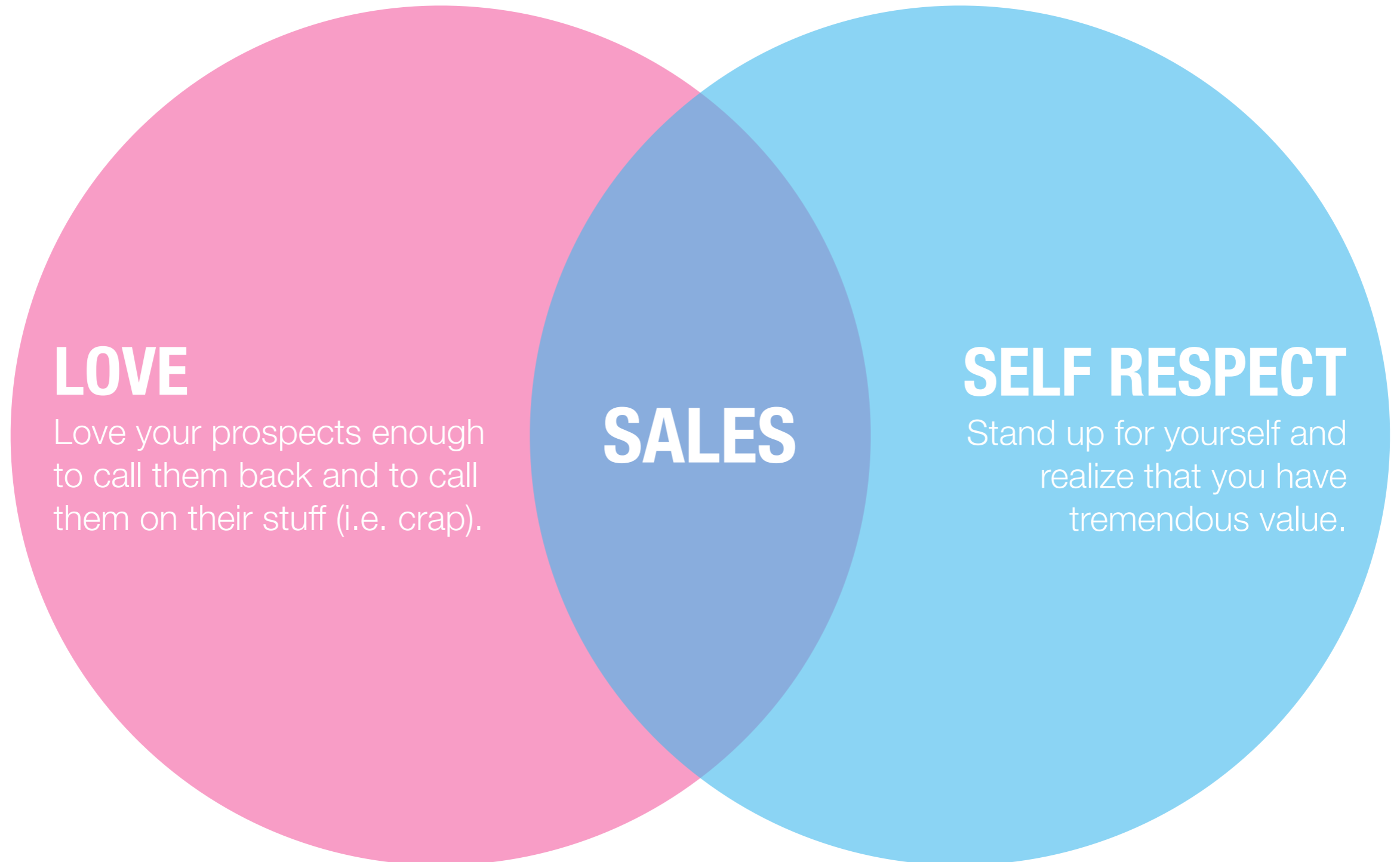
25%

Based on average selling skills. Most salespeople can expect to sell/close 25 percent of their leads.

Sales is a numbers game.

A True Salesperson

It's not about selling, it's about making an emotional connection with the right person at the right time.



Your Market is not Unique

Value based selling works all over the world



Thank You!

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