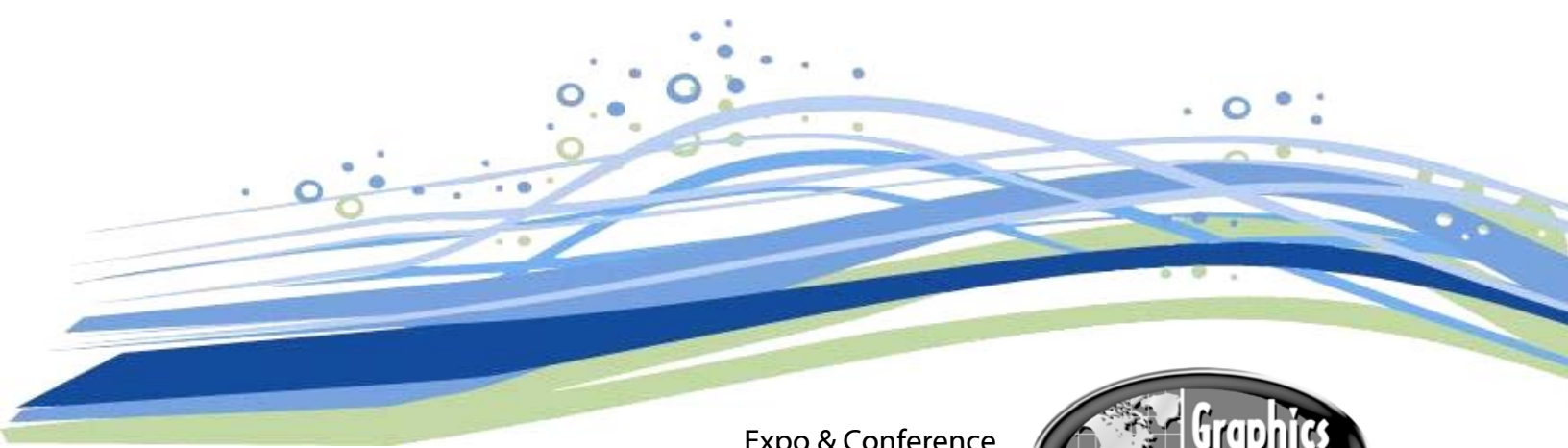


# Stop Losing Jobs to Lower Prices

Peter Ebner

Session Number - 26  
*Sales/Marketing Track*

Thursday, February 26, 2009  
3:00 - 4:30 pm  
A110



Expo & Conference  
February 26 – 28, 2009  
Miami Beach, FL



**STOP LOSING JOBS**  
**to**  
**LOWER PRICES**  
**WORKBOOK**

**PETER E. EBNER**

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**About the speaker**

Peter E. Ebner is recognized as the printing industry’s leading sales trainer. As author of 12 industry specific books and audio programs including “**Earn Over \$100,000 a Year Selling Printing**” and “**How to Market Your Printing Business**” he presents over 200 talks, seminars and in-house training programs each year. His articles on sales and marketing are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople and managers to increase sales and profits. But what makes his seminars so effective is his extensive hands-on industry experience. It not only reflects his personal experience, selling printing for over a decade, but also the experience of the thousands of owners and salespeople he has worked with. In other words, he knows first hand the challenges you face selling printing. His seminars contain no theory; just proven and tested techniques that are guaranteed to help you land more jobs.

Which 5 selling skills does your success depend on?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What is the #1 reason for lost sales?

\_\_\_\_\_

Unless you make a complete presentation the only distinguishing feature between you and the competition is the \_\_\_\_\_ .

What is the primary purpose of making a presentation? \_\_\_\_\_

To solve the prospect's business problem you must

1. \_\_\_\_\_
2. \_\_\_\_\_

How can you identify your prospect's wants? \_\_\_\_\_

You must show the prospect that answering your questions is in \_\_\_\_\_ best interest.

To get the prospect to answer your probing questions you must

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

To make your probing questions effective you must \_\_\_\_\_.

The 6 probing objectives are

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **IDENTIFYING DISPARITY**

Every time you ask someone to order from you, you are asking him or her to make a \_\_\_\_\_.

Change implies \_\_\_\_\_.

They will only make a change when the \_\_\_\_\_ out-weighs the \_\_\_\_\_.

People will only take a risk if there is \_\_\_\_\_.

Disparity is the difference between \_\_\_\_\_.

When asking probing questions you should look for \_\_\_\_\_.

The 4 buyer perceptions are

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Sixty percent of your prospects are in a state of \_\_\_\_\_.

To move a prospect from a state of satisfaction you should \_\_\_\_\_.

If your presentation takes 1 hour \_\_\_\_\_ minutes should be spent asking probing question.

## QUOTING

Price accounts for \_\_\_\_\_%, of the prospect's buying decision.

When you send a quote you are asking the prospect to base his buying decision on \_\_\_\_\_.

### 5 RULES WHEN HANDLING PRICE

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## THE PAPER SHUFFLE

What is the Paper Shuffle \_\_\_\_\_?

Any changes you make must benefit \_\_\_\_\_.

## STOCK

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## **RULES FOR HANDLING OBJECTIONS**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_

### **HANDLING SPECIFIC PRICE OBJECTIONS**

*“I need 3 quotes before I decide”*

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*“I want a discount”*

**4 RULES FOR HANDLING DISCOUNT**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

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**BUDGET**

*“We don’t have the budget”*

How can you tell if this objection is true \_\_\_\_\_?

Before using the following techniques you must first \_\_\_\_\_.

**4 WAYS TO HANDLE THIS OBJECTION**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

