

David Okerlund

When Price Comes Up, Don't Come Down

David Okerlund has over twenty five years of selling experience. He has sold everything from soap, farm chemicals, construction material, foley catheters and medical lasers to \$200,000 electronic inserters. In addition to that he has trained salespeople from a multitude of different companies all over America.

David believes that his program, ***When It Comes Down To Price. . . Don't Come Down!***, is one of the most valuable investments sales organizations can make. *"I think it can be a bigger problem than even "Call Reluctance". However, if the problems of price buyers were to be revealed the way they should be, price no longer becomes a hang-up and can be one of your best selling tools."*

In this program David will address:

- √ What is a price buyer and just how prevalent are they.
- √ Why price a bigger concern to the seller than it is to the buyer
- √ The four distinct types of buyers - how they will act, and how do you manage them.
- √ The two cardinal sins of selling price
- √ Why value is such a key ingredient to diffusing the price bomb.
- √ Why your customer has got to totally, absolutely, without question believe that you are going to get that price.
- √ Making your price your best selling tool