

Lesson 6: Taking Control of the Conversation When Asked “How Much Do You Charge?”

There is a technique used by good sales professionals to discover the intentions and motivation of leads or sales enquiries.

You can use the same process to discover the reason a prospective customer is considering buying from your company.

It's so simple. Just ask questions, people love to talk. When your prospect starts to talk, your role is to listen.

So when a customer asks you how much do you charge, you absolutely must answer the question – eventually. But only after asking what I refer to as Customer Qualifying Questions.

I suggest you prepare a script, or several scripts for use by you and your team, practice or rehearse, and note customer responses. Eventually you can settle on a script that works best for you.

Here are some suggestions to get you started.

“Can you tell me how much you charge?”

Certainly, but before discussing price can I ask how you heard about our company?

Certainly, but before discussing price, can I ask how important quality is to you?

Certainly, but before discussing price, can I ask how quickly will you be wanting this service (*urgency is often a clear indicator price is not a major factor in the decision-making process*)

Certainly, but before discussing price, can I ask, have you used our company previously? (*repeat customers are less likely to be price driven*)

Certainly, but before discussing price, can I ask what aspect of our service is most important for you?

An alternative to you asking questions is to use the *customer* questions to point out the benefits of your service, particularly the benefits unavailable if the customer chooses a cheaper option.

Certainly, but before discussing price I would like to take some time to explain our after-sales service guarantee

If your decision is being made on the basis of price, I have to be honest, you will find firms cheaper than us, however, we pride ourselves on our ability to.....

Responses similar to those outlined above are likely to turn the conversation away from price, toward what will really determine whether the customer will buy from you or a competitor.