

Why People Want “Deals” and Buy Value

The promise of a “great deal” or a “one-time-only opportunity” is an age-old advertising message that gets everyone’s attention, even in the world of sports tickets. But is “the deal” what people *really* want, or is it something else?

We’ve all bought a cheap pair of shoes, a shirt, or a bargain electronics item, and soon after we bought it we were sorry we did. You know what I’m talking about. Just look in your closet for that shirt you bought for peanuts that you’ve never worn. Ever.

Let’s say you’re shopping for a new car, and you don’t have a lot of money. Your intention might be to be frugal – to get the most car you can for the least amount of money. That’s your intention.

The reality is that for most of us, the bells and whistles on a car look and feel great. It’s hard to resist those little extras you weren’t prepared to pay for, but now seem like a shame to turn down. Those leather seats sure feel nice. The satellite radio is sweet, and it’s only, like, \$199 more, and the service is free for a year. The towing package would be handy for those used jetskis you’ve been looking at.

Your intention was to be frugal, but the reality is that we all want the best that we can reasonably afford.

That’s the magic concept. **We all want the best that we can reasonably afford.**

So the question is: What becomes “reasonable,” and when?

That’s where we come in. *Our job as a professional sales rep is to help build the “reasonable” value case on behalf of the buyer.*

What would make ownership of your product or service more valuable? What is the combination of benefits that make your more expensive options more “reasonable” to your prospect than your loss-leader package?

As a sales rep, we really have two jobs. One is to sell the prospect on the IDEA of our product. (If they’re calling you, this step may already be accomplished.) Once the idea is fully connected in the brain of the prospect, the second job is to build the VALUE of the purchase that the prospect can reasonably afford, relative to his or her tastes, wants, and budget.

Not everyone will find your super-special lowball-priced item to be what they really want. Don’t just sell them what they’ve asked for; have the guts to ask the right questions to determine if the prospect is a legitimate candidate for the super-special deal.

You may find that the benefits of your higher-priced inventory are indeed more “reasonable” for them.



- Want to know the four qualifying questions I train to find out whether or not the lowball package is right for your prospects? Just E-mail me at bill@The800PoundGorilla.com with the words “FOUR QUESTIONS” in the subject line, and I’ll send ‘em right to you... and to learn more about my 3-day “Sales Dominance” program for sports ticket sales executives, [click here](#).

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