



If you were to stop 20 people at random and ask, "What is the most important consideration for you when making a buying decision?" you could expect most of them to reply: "Price." In which case I can assure you that at least 18 of them are not telling the truth!

Price - more accurately Price Strategy - is one of the four elements of the Marketing Mix along with Product, Place and Promotion. But in the Sales Process, Price is a small detail. I suspect you are shocked, but think about it. Why do you buy what you buy? Is it all about Price? Really, it's more about Quality, Value & Service.

- **Quality survives even in the toughest economy.** People will pay more for Quality because they know what they are buying will last. Quality and high Price go together. If someone wanted to sell you a 50" flat-screen TV for \$100, you would suspect something is not right.
- **Value is what most buyers seek.** When you hear someone say, "I got a good deal," it means they got Value for the Price.
- **Service is increasingly more important to buyers today.** Service that used to be expected and taken for granted, isn't there anymore. Ask yourself if you have ever bought something of considerable price, but the seller did not or could not provide the service you needed or wanted.

The truth is that while Price remains part of the equation for buyers, Quality, Value & Service truly are the overriding factors. Those who put Price above all else are known as Commodity Buyers - they care nothing about Quality, Value or Service.

A friend of BBR Creative, consultant Dennis Brown has more than 40 years of business consulting experience. Dennis regularly counsels and advises marketing and advertising firms and their clients on real-time strategies and industry trends. For more free advice from Dennis Brown, please contact Cherie Hebert by e-mail at CHebert@BBRCreative.com

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