



223

VALUE BASED SELLING

ABC'S

**STEVE SHAW UNIVERSITY**



esqu



# SALES

**BUYING**

---

**VS.**

**SELLING**

---

---

---

---

---



# BUYING MOTIVES

## FEAR OF LOSS

\_\_\_\_\_ %

AVERAGE CLOSING  
RATIO \_\_\_\_\_ %

## HOPE FOR GAIN

\_\_\_\_\_ %

\_\_\_\_\_ + \_\_\_\_\_ = SALE



# HOW TO...

## 2 PHRASES THAT CREATE THE NEED

**1.**

---

---

---

**2.**

---

---

---



# VALUE PROPOSITION

**VALUE MUST OVERCOME COST**

**VALUE =** \_\_\_\_\_

**VALUE =** \_\_\_\_\_



\_\_\_\_\_ **+ NEED = SALE**





# CREATING VALUE

## YOUR BRAND

---

---

---

---

---

---

---

---

---

---

## HOMEWORK

---

---

---

---

---



# CREATING VALUE

## YOUR DEALERSHIP

---

---

---

---

---

---

---

---

---

---

## HOMEWORK

---

---

---

---



# CREATING VALUE

## YOUR DEPARTMENT

---

---

---

---

---

---

---

---

---

---

## HOMEWORK

---

---

---

---



# CREATING VALUE

**YOU**

**THEM**

1.

---

---

2.

---

---

3.

---

---

4.

---

---

5.

---

---

6.

---

---

7.

---

---

8.

---

---

9.

---

---

10.

---

---



# CREATING VALUE

## ME

1.

---

2.

---

3.

---

4.

---

5.

---

6.

---

7.

---

8.

---

9.

---

10.

---



# POWER STATEMENT

**WHY BUY FROM  
YOUR DEALER**

---

---

---

**YOUR DEPT.**

---

---

---

**YOU**

---

---

---





# SECRET CODE

---





# CONTACT

---

[www.steveshawuniversity.com](http://www.steveshawuniversity.com)

(424) 237-4973

[Steve@SteveShawTraining.com](mailto:Steve@SteveShawTraining.com)



esv