



# Relevant Selling: Research Proves Customers Value More Than Just Price

*Jaynie L. Smith, Craig Mowrey, Mark Steisel*

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Stop Guessing What Your Customers Want. Start Selling What Is Relevant To Them...Many companies lament that price pressure has destroyed their margins and market share. Sales people are often convinced that price is their only tiebreaker. This book will show you research that proves otherwise. When customers are surveyed in double-blind studies, we learn that price is not the most important buying factor more than 90% of the time, but many companies cave in because they have no idea how to sell relevance. Without relevance, successful negotiation is seriously hindered.

Research shows that 98% of the time companies have little or no internal agreement on what matters most to customers. External customer alignment falls apart. This is why most companies are not engaged in Relevant Selling. Price trumps value if you don't know how your customers define value. Internal strategic decisions risk going aground when the customer perspective is ignored.

*Relevant Selling* shows you the importance of learning what is most relevant to your customers, your prospects and your different target markets, noting they almost always require tailored messaging to be relevant - yet, that rarely happens. You will learn how to obtain and use that valuable information. Each chapter is loaded with actual case studies and research that demonstrates how companies achieve remarkable results when they sell what is relevant. Many companies are leaving profits on the table each day simply because they lack the research described in this book.

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