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# The *criti* Step

## Value Justification for an RO Sale

I have discussed this before, but it is so important to sales success that I want to bring it to your attention again. When I speak at state association conventions and company meetings, I am always shocked to see how few salespeople use a value justification. In my view, this is a critical step in the selling process. Let's take a look at some of the advantages this technique gives you and then we will look at the actual script for a justification.

**It Removes Your Biggest Problem**

Many salespeople tell me their biggest problem is that the family seems interested and then, at the very end, it puts off the decision. "Thanks, we will get it next summer," "Thanks but that's a bit too much right now ... we'll get it next fall when the overtime starts," or, worse yet, "We can't afford it," are some typical reactions you may encounter.

A value justification eliminates these problems. If you can show the family it will make money by having a reverse osmosis

(RO) system, chances are it will want to start earning or saving right now. The justification makes excuses weak and easy to overcome by showing the family it will be miles ahead by owning your equipment and owning it soon.

**It Makes You a Good Listener**

People like a consultant-style salesperson who listens and customizes a solution to their needs. By asking the questions you need to ask in the justification, you show customers that you are listening and that the equipment you are recommending is designed just for them.

**It Gives You the Power to Get Passed Objections**

Let's say you have proven that owning an RO not only will give the customer better water, it will save him \$25 per month. If he says, "We'll get it in three months," you are fully justified in replying, "I just can't let you do that. After all, not only would your family not get the healthy delicious water we discussed, but you will have wasted \$75 during that three months. Let's start enjoying great water and saving money right away."

**It Just Makes Sense**

As you will see from the suggested script (see Value Justification Script), the questions and answers help the decision-maker realize your equipment is something he needs right away.

**Important Tips**

The sample script you see contains many powerful words and techniques. I suggest you use it word for word for 90 days before you make any changes. Don't leave any steps out, as they all make for a cohesive and understandable format that leads the customer to the sale.

Also, I suggest that as in the script, you get the customers to tell you the

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answers instead of telling them yourself. Offer a calculator to help with the mathematics and be patient and wait for an answer. Remember the old saying, "If your lips say it, they may believe it. If their lips say it, they will believe it."

The answers shown are typical answers. If a customer shoots you a very low answer, do not force him to change it. He must believe the numbers he gives you and almost always the numbers will justify the value.

**Timing**

When do you start the justification? I suggest you do it right after the warm up and before you begin the demo. Why? If they see a financial advantage, they will pay closer attention to your demonstration. Also, the beginning is a logical place to ask questions so you know what piece of equipment to show. I suggest you start by saying, "Just so I know which model of our equipment will be best for you, I need to ask you a few questions." And then go right into the script.

Now, I know some of you are reading this and thinking that you have been selling ROs for a long time without all this and you have done fine. That may be true, but I guarantee that if you try this, it will add to your RO sales. Some of my clients tell me their RO sales have increased as much as 300 percent just from trying this. If you're not convinced, why not try it on the next home you visit.

Join the ranks of the great RO salespeople by using an early justification. I know you will be pleased with the results. **WQP**

For more information on this subject, write in 1010 on the reader service card.

### Value Justification Script

Question	Typical Answer
How many people live in your home?	4
When I say commercial beverage, I mean coffee, tea, beer, milk, juice, soda, Kool-Aid®, iced tea, bottled water, etc. How many commercial beverages does a member of your home drink per day?	6
If four people live here and they each drink six commercial beverages, how many commercial beverages do you purchase every day?	24
If there are 30 days in a month and you buy 24 beverages per day, how many commercial beverages do you buy each month? (Offer your calculator.)	720
Amazing, isn't it? Who would have thought you spend so much on commercial beverages? Think about it, and look at how many jugs and bottled you lug home from the store.	
How much would you say an average commercial beverage costs to buy?	\$0.30
So, if you buy 720 commercial beverages per month at \$0.30 each, how much do you spend per month on commercial beverages?	\$216
Ouch! You spend \$216 per month on commercial beverages.	I see what you mean.
If you spend \$216 per month on commercial beverages, how much would you save each month if you owned this equipment and your family had water instead of a commercial beverage 50 percent of the time?	\$108
Great news. Your total investment in our purification equipment so you can have all the delicious healthy water you want is only \$35 per month.	(Gasp)
How much will you be saving each month when you own and enjoy your RO unit?	\$78