



SAVINGS

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(FEATURE-BENEFIT LEVEL: 1)

DEFINITION:

The amount of money a prospect is forecasted to receive based on the pricing being extended to them by Worldwide Express.

OPPORTUNITY:

The simple fact is that no prospect will entertain the idea of transitioning their business to Worldwide Express if it is more expensive. The promise of savings is essentially required to gain agreement to hold the sales meeting. It is also a fact that selling an account based solely on price will not ensure the account for any length of time. Customers gained in this fashion are very likely to jump to the next competitor through the door with the promise of a lower rate. It is the sales person's job, therefore, to build value around the account relationship, often referred to as "*building the value proposition*."

All other tutorials in this training set are designed to assist the sales person in honing his/her skills at identifying opportunities to building value around, and doing so. Pricing, however, should be addressed in essentially the opposite fashion; playing down its importance relative to other things offered. Most sales people have heard the cliché, "*Don't sell on price*." The phrase isn't intended to convey that pricing isn't important, it is simply a warning that if you do so, you have a very weak foundation for the account.

All of our competitors have the ability to discount, and all do. There are no hard and fast rules, or core capabilities, that provide one competitor with advantages over the others. This is why an account relationship based on price is always in potentially jeopardy. The next guy through the door can always offer a lower rate. Pricing, in essence, is a commodity; the least distinguishing attribute of any competitor.

Areas to exploit are:

- Lack of discounts on inbound and drop ship shipments.
- Discounts not directed core shipping needs of the customer.

WORLDWIDE EXPRESS SELLING POINTS:

<i>Features</i>	<i>Benefits</i>
Universal discounts	<ul style="list-style-type: none"> • Discounts are provided against all types of services, not just outbound shipments, maximizing the company's savings by helping them qualify for deeper discounts in addition to the savings on each individual shipment.
Light weight discounts	<ul style="list-style-type: none"> • FedEx & UPS often offer additional "letter" discounts. These discounts are truly just for letters. Our "letter" discount is actually a light weight discount. If an Express or NAS shipment weighs 2-lbs or less, it receives the incremental discount regardless of whether or not it is actually an envelope.

SAMPLE QUALIFYING QUESTIONS:

1. Would you like to receive discounts all of your shipments?
2. Do you know if your discount/s applies/apply to all of your shipments?
3. What is your *real* discount rate when you factor in all of your shipments?



What other qualifying questions can you create?

SAMPLE PRE-CLOSING QUESTIONS:

1. ...provide you with additional savings,
2. ...as well as give you some savings on the cost side,
3. ...make it a good financial decision,

Using the key phrases (*arrange for you, furnish you, give you, introduce you to, present you with, provide you with, show you how, supply you with*) what other pre-closing questions can you construct?

SAMPLE FILL THE NEED STATEMENT:

“...In addition to all of these other things, I want to address the economics of your decision. Earlier we agreed that if I could do all the other things we discussed *and* save you money, that we would do business. Presently you receive a 15% discount from FedEx on your Priority shipments, and a 3% discount from UPS on your ground shipments. Based on your volume, I’m extending to you a 20% discount on all your next morning shipments, and an additional 10%, or 30%, on your letter to two pound shipments, which is the majority of your shipping anyway. I’ll be able to extend a 6% discount on your ground shipments, in affect also doubling your savings there. *So we are going to be providing you with solutions to all of the needs we discussed, and do so while saving you money? Are you prepared to get started with Worldwide Express?*”

What other **Fill the Need** statements can you devise?