

# Sales Techniques: Better Questions Beget Bigger Sales

## Video Script



Learn how you can sell value (and win the business) when customers demand lower prices. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, Clarity Advantage, welcome back.

What if our customers say, “I’ll do business with you if you match your competitor’s price.”

If we’ve asked the same questions and heard the same answers, it’s likely we’ve proposed similar solutions. To quote my friend Ginger,

**“In the absence of value, low price prevails.”**

True story example: Friend Bob went into a pretty fancy men’s clothing store to buy dress socks. A sales person asked, “May I help you find something?” “Socks, please,” said Bob. He squinted at the prices, intending to buy black socks, cheap. In the absence of value, price.

Now if the sales person asked nothing more, socks are socks. In the absence of value, price.

**However, the sales person asked: “Why socks?”**

“I’m going to a wedding in the Bahamas.”

“Oh,” said the sales person. “Tell me more! Who will be there? Where’s the wedding? What will you be doing while you’re there? Oh, that’s wonderful, you’ll need something pretty dressy for that. What shoes will you be wearing? And where will you be having the rehearsal dinner? Oh, the view from there is spectacular at sunset and, you know, they have a very nice beach there.”

Thirty minutes later, Bob left the store with a shirt, a gorgeous tie, cologne, a blue bathing suit, and... socks which (he later reflected) he chose on color, not price.

Why?

**The sales person’s broader questions and snappy chatter helped Bob see that it’s better in the Bahamas with a blue bathing suit and coral socks.**

So, if customers say, “I’ll do business with you if you match your competitor’s price,” that’s a signal. Dig deeper into the customer’s environment, challenges, and aspirations, then explore solutions that fit – socks plus – at a price that reflects the value.