



How Not To Sell on Price: Elevating Your Sales Strategy

Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks

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Introduction: The Pitfalls of Selling on Price



- Reduced profit margins
- Customer disloyalty
- Perceived lower value
- Price wars and race to the bottom
- Increased sales effort with minimal return
- Difficulty in upselling and expanding accounts
- Lack of competitive differentiation
- Negative brand perception

Changing Your Mindset

“ Your mindset is everything. It shapes your world and your reality. Choose wisely. ”
-Unknown

Know Your Value: What Are You Worth Per Hour?

Revenue-Based Approach

- Calculate **total sales revenue** generated in a year.
- Determine **commission or profit percentage** earned.
- Divide by total **hours worked** to find an effective hourly rate.

Formula

Total Sales (\$120,000) minus Gross Profits - (50% - commission/salary/bonus)

Total Hours Worked Per Year (2000)

Example: If you earn \$120,000 annually and work 2,000 hours, 50% Gross Profit and your hourly rate is **\$30/hour** (based on working 8-hour days)

What is your story?

Set Yourself Up as an Expert

- **ROI-driven solutions:** Show how promotional products drive real results.
- **Case studies and success stories:** Prove success through client examples and case studies.
- **Creative and customization expertise:** Offer unique, standout branding solutions.
- **Industry and market knowledge:** Provide insights on trends and compliance.
- **End-to-end service and support:** Manage everything from concept to fulfillment.
- **Exclusive access and supplier relationships:** Deliver exclusive products, pricing and speed.
- **Sustainability and corporate responsibility:** Offer eco-friendly, socially responsible options.
- **Consultative selling approach:** Solve problems, don't just sell products.

What Your Clients Really Want From You

- Strong strategic thinker
- Understand their business
- Experience in their industry
- Excellent creative work
- Ability to think outside the box

- Proven success with clients
- Ability to measure R.O.I. and R.O.O.
- Have a clear articulation of your vision
- Resources to grow with them
- Provide an integrated strategy

Defining Ideas vs. “Ideas”

NEW IDEAS!

According to **Webster** the words “new” and “ideas” mean...

New (noun): what is freshly made and unused or has not been known before; or not experienced before; applies to what is not only new but strange or unprecedented approach to (a) problem...

Ideas (noun): an impression that exists in the mind as a representation or as a formulation; a mental image or formulation of something seen or known as imagined...

“It is imperative to establish joint expectations.”

Program Selling vs. Product Selling



- Creates recurring revenue and long-term relationships
- Adds strategic value, not just products
- Strengthens client retention and loyalty
- Increases average order value and profit margins
- Differentiates you from competitors
- Provides measurable ROI for clients

Position Yourself as a Consultant, Not a Salesperson



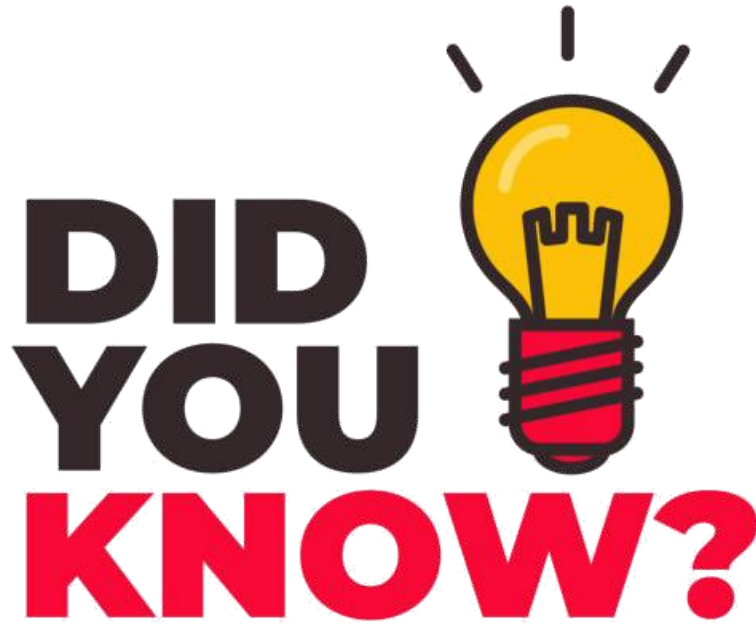
- Shift from transactional to consultative selling.
- Ask the right questions to uncover deeper needs.
- Educate clients through thought leadership.
- Develop industry-specific expertise.
- Offer strategic marketing consultation.
- Host workshops and training sessions.
- Provide a full-service solution.

The Importance of a Good Question



- **Uncovers the Client’s True Needs & Goals**
Example: “What is the primary goal of this promotion?”
- **Positions You as a Trusted Advisor, Not a Salesperson**
Example: “How do you measure the success of your past promotions?”
- **Differentiates You from Competitors**
Example: “Who is your ideal recipient, and what action do you want them to take?”
- **Helps Identify Upselling & Cross-Selling Opportunities**
Example: “Would you like to explore a custom kit that includes packaging and a handwritten note?”
- **Builds Stronger Relationships & Client Loyalty**
Example: “What challenges have you faced with past promotional campaigns, and how can we improve the experience for you?”

Value-Added Services: Did You Know?



- Creative campaign development
- Custom packaging, kitting and fulfillment
- Online company stores and spirit stores
- Warehousing and inventory management
- Data-driven product selection and ROI tracking
- Personalization and variable data printing
- Eco-friendly and sustainable solutions
- Event and trade show support

What others?

Building Long-Term Relationships & VIP Customer Experience

- **Retention is more profitable than acquisition.**
 - What do you do to stay engaged?
- **Provide fast responses, proactive communication and special touches.**
 - Utilize creative options to connect and engage.
- **Use CRM and follow-ups to keep clients engaged.**
 - Embrace technology and AI connectivity.

Reflect & Look Inward...

**“ Sometimes people
need to take their
own advice...practice
what you preach. ”**

- Picturequotes.com

Final Thoughts, Action Steps & Q&A

- Know YOUR personal value.
- Sell your VALUE.
- Present as a consultant.
- Sell solutions vs. products.
- Market your “Did You Know” questions.
- Practice what you preach!

What questions can I answer?





**Share your feedback
on the session with us!**



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