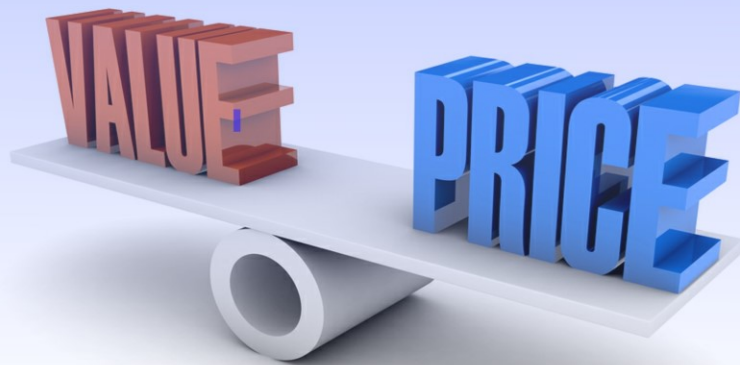


# How to **Win** at the **Quoting** Game



**Webinar Workbook**

**PETER E. EBNER**



# How to Win at The Quoting Game

Game changing print sales strategies that increase sales and profits

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## **Peter Ebner**

14845-6 Yonge Street  
Suite 187  
Aurora, Ontario  
Phone: (905) 713-2274  
[peter@EbnerSeminars.com](mailto:peter@EbnerSeminars.com)

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### **About the speaker**

Peter Ebner is recognized as *the printing industry's leading sales trainer*. As author of 12 industry specific books and audio programs including **Breaking the Print Sales Barrier** and **Stop Losing Jobs to Lower Prices** he presents over 200 talks, seminars and in-house training programs each year. His articles on sales and marketing are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople and managers to increase sales and profits. But what makes his webinars so effective is his extensive hands-on industry experience. It not only reflects his personal experience; selling printing for over a decade, but also the experience of the thousands of owners and salespeople he has trained. In other words, he knows firsthand the challenges you face selling printing and he'll show you how to land more jobs.



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## Your prospects are not looking for the lowest price

Most account executives are quick to write a quote and as you know most prospects have learned to take full advantage of this situation. No matter how competitive our price we still hear “*Thanks, I’ll get back to you*” and off they go in search of an even lower quote. And why shouldn’t they; we all seem to be selling the same ink on paper. Fortunately, there is a simple solution to this dilemma; in fact, you can consistently land the job even when yours is the highest quote, once you’ve learned how to play the quote game.

### How important is price?

If you think back to the number of jobs you’ve lost to prospects who said “*Your price is too high*” you’d think that price is of paramount importance when in fact it accounts for less than 20% in the decision-making process. During a recent survey, in which we contacted the decision maker at 200 businesses and asked, “*What do you look for when buying printing?*” less than 10% indicated that price was their primary concern.

### If prospects are not that concerned with price, why are they always raising price objections?

The main reason that we lose jobs to lower quotes is because our presentation forces our prospects to base their buying decision on price.

### How does my presentation force the prospect to look for the lowest price?

Your prospects compare quotes by looking for primary points of differentiation. For example, if the difference between 2 quotes was that printer “A” quoted the job on 60lb and printer “B” quoted the job on 80lb stock the prospect’s buying decision would focus on this disparity. But when you quote your prospect’s exact specs then the only distinguishing feature between you and the competition is the price, so price becomes the primary point of differentiation.

### If the decision is based on price, then why don’t I get the job when I submit the lowest quote?

When you are calling on a new prospect you’re not competing on a level playing field. The field is heavily slanted in favor of the prospect’s existing supplier because changing suppliers involves inconvenience and risk, so your prospects will only change suppliers if the benefits outweigh this risk. Unfortunately, a low price is rarely a strong benefit, because in most cases the prospect will show your competitive quote to his existing supplier; who will match it. As a result, the prospect gets your low price, without the risk and inconvenience of making a change.



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## Don't prospects also consider quality and service when making a buying decision?

With few exceptions, your prospects do *not* consider quality and service when making a buying decision - they expect it. In today's market place, delivering a quality job and providing outstanding service is the minimum requirement for doing business not the reason that someone should order from you.

## What do I need to do to win at the quoting game?

As I've already mentioned, when your prospect is comparing identical quotes, the only distinguishing feature between you and the competition is the price, so you must differentiate your quote by changing the specs.

## Are you suggesting that I submit a quote that is different from what the prospect asked for?

Of course not. If your prospect asks for a price for 5M brochures you can't submit a price for 5M door hangers and expect to land the job. In order to change the specs, you must first get permission and getting permission is easy if you show the prospect that these changes are in his or her best interest. So before offering to quote a job ask probing questions that identify the prospects wants and needs and then offer to show him a better way to achieve his business or marketing objectives.

## Even if I change the specs, isn't price still an issue?

Price is always a consideration, but changing the specs allows you to make a presentation that justifies the difference in price. For example, if you presented a competitive quote and the prospect said "Look I can get the same job elsewhere for \$200 less" how would you respond? If your quote is identical to your competitors, your only option would be to try to match the lower price; but doing so destroys your credibility. If you had the prospect's best interest in mind you would have initially submitted your best price. But look what happens when you change the specs. In this example the prospect can get 25M, 2 color fliers for \$1,400, but you quote \$1,800 for 25M, 4 color fliers. Since you changed the specs you can make a strong presentation that shows the prospect why he should invest an additional 2 cents per flier. If the prospect doesn't want to make the additional investment you can switch back to 2 colors without losing credibility.

## What's stopping the prospect from stealing my new ideas, instead of giving me the order?

Nothing, in fact unless you know how to play the quoting game, that is exactly what the prospect will do.

### **Peter Ebner**

*The printing industry's leading sales trainer*



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## Building a strong sales foundation

We often make common selling mistakes that prevent us from winning at the quoting game, long before we submit a quote. Positioning yourself to win at the quoting game begins the moment you first reach out to a new prospect.

### Can you identify several mistakes?

To receptionist

*Good morning, it's Peter from Lucky Printing. Can you please tell me who handles the printing for your company?*

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To prospect

*It's Peter from Lucky Printing. At Lucky Printing we offer quality printing supported by outstanding service, fast delivery and competitive prices. The reason I'm calling is I'd like to get a few minutes of your time to tell you about our services and possibly quote on one of your upcoming jobs.*

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### Mistake #1

#### The Problem

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#### The Solution

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If your company name includes give-away-words you should \_\_\_\_\_  
or \_\_\_\_\_

## Mistake #2 \_\_\_\_\_

### The Problem

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### The Solution

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What is purchasing interested in? \_\_\_\_\_



### Identifying the decision maker

The decision maker is the individual that has the ability to \_\_\_\_\_.

Never call on a purchasing agent or print buyer because \_\_\_\_\_.

The only prospects I should call on are the \_\_\_\_\_ or \_\_\_\_\_.

## Mistake #3 \_\_\_\_\_

### The Problem

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## The Solution

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Instead of printing, I should offer my prospects \_\_\_\_\_.

The **president** or **owner** orders printing because he's interested in \_\_\_\_\_.

The **marketing manager** orders printing because he's interested in \_\_\_\_\_.

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## To build a strong sales foundation that allows you to win at the quoting game you must

1. \_\_\_\_\_
2. \_\_\_\_\_



The reason for lost sales is not because,

- our prices are too high,
- the economy,
- a lack of equipment, or
- the competition.

The #1 reason for lost sales is \_\_\_\_\_

The purpose of the presentation is not to tell the prospect about our great quality, outstanding service and fast delivery but rather to \_\_\_\_\_



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What is the difference between what the prospect wants and what the prospect needs?

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Why must you focus on the prospect's wants? \_\_\_\_\_

I must always \_\_\_\_\_ my probing questions.



## 6 key probing objectives

### 1. Why must you establish buying readiness?

Never offer solutions or share ideas unless the prospect is ready to buy.

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What common objection will asking this probing question eliminate? \_\_\_\_\_

### 2. \_\_\_\_\_ -

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SCRIPT

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What common objection will asking this probing question eliminate? \_\_\_\_\_

### 3. Why must you establish a budget before submitting a quote?

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SCRIPT

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What 2 common objections will asking this probing question eliminate? \_\_\_\_\_

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4. \_\_\_\_\_

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5. Why must you show the prospect that you know more about the job than he does?

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6. Before submitting a quote, you must get permission to \_\_\_\_\_.

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If the prospect is not ready to order  
you should tell him \_\_\_\_\_ you can do,  
but never tell him \_\_\_\_\_

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## Selling the price shopper

When dealing with a prospect that is focused on price, why should you not quote the job?

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Instead of quoting the job, you must ask the following 2 questions.

1. Correct me if I'm wrong, you're *looking for the lowest price.*
2. \_\_\_\_\_

### The Consultative Close

Mr. Prospect, I understand because several of my clients have the same policy, so we've developed a simple solution that **guarantees you the lowest possible price.** \_\_\_\_\_

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## 4 Quoting Rules

1. Why should you never submit a quote at the beginning of a meeting?

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2. \_\_\_\_\_

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3. Why must you never fax, mail or email your quote?

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Remote closing

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4. \_\_\_\_\_

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All changes you make to the specs must be in \_\_\_\_\_ best interest.

## The Paper Shuffle

Make a list of all the different ways that you can change a job.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
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23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_

## Writing a winning quote

1. Should you include the prospect's specs on the quote?

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2. \_\_\_\_\_

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## 3. Should you quote the job a number of different ways?

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## Presenting the price

### 1. Never mention price until after you've made a complete presentation

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### 2. Why must you never pause after mentioning the price?

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### 3. Don't use the words COST, PRICE or PAYMENT

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### 4. \_\_\_\_\_

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How can you make the price seem more affordable?

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## How to turn common price objections into sales

*“I can get the same job elsewhere for less.”*

Many objections occur because of poor presentation skills. What can you do, early in your presentation, to **prevent this objection from occurring**?

1. \_\_\_\_\_
2. \_\_\_\_\_

How can you use the **Price Difference Close** to overcome this price objection?

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How can you use the **Price Difference Close** to up-sell?

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*“I need 3 quotes before I decide.”*

What can you do, early in your presentation, to **prevent this objection from occurring**?

1. \_\_\_\_\_
2. \_\_\_\_\_



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How can you use the **Conditional Close** to overcome this objection?

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*“This is expensive. It costs more than I thought.”*

What can you do, early in your presentation, to **prevent this resistance from occurring?**

1. \_\_\_\_\_

How should you respond to this prospect?

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*“Can you give me a discount?”*

Why must you never pause when the prospect asks for a discount?

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What must you always do before offering a discount?

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What must you always get before offering a discount?

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*“We don't have the budget”*

What can you do, early in your presentation, to **prevent this objection from occurring?**

1. \_\_\_\_\_





# How to Grow Rich Selling Printing

Those of you who have attended my seminars have heard me adamantly claim that anyone, irrespective of their previous sales or graphic experience, can generate a million-dollar sales portfolio within 12 to 18 months. Yes, you read correctly, even if you are new to printing and have never made a sales call in your life, you can be earning about \$100,000 within 1½ year!

This claim always causes a stir in the audience and is usually followed by a surge of questions which can be summed up as follows. *“If your claim is true why are so many print salespeople, who have been in this industry for years, still struggling to make a living?”* The answer to this question lies in the following short parable.

Susan was about to start a new career as a secretary in a small accounting firm. Although she had no typing experience she was a quick learner and within a few weeks, using only two fingers, she was able to type over 30 words a minute. All went well for the next few months but then the office got busier. Unfortunately, Susan’s typing wasn’t quite fast enough to keep up with the new workload, so she soon found herself answering to her office manager. *“Susan, as you know your work has been falling behind. Is there anything we can do to help you increase your productivity?”* asked her manager. *“Yes there is”* Susan replied. *“The problem is I’m working on an old computer and it’s just not fast enough”*.

Within two days Susan was typing away on her new machine, but to her surprise she still couldn’t keep up with the incoming work. *“Susan, I notice that you are still falling behind, is there anything else that I can do to help?”* asked her office manager. *“The problem is there’s just too much work. I need an assistant”* said Susan. *“But you already have a staff of eight assistants at your disposal, why don’t you share the work with them?”* A smile suddenly came over Susan face. *“That’s great”* Susan said, *“Where would I find this extra help?”* *“Look no further than at yourself”* said the office manager *“You have four assistances, which are eager to help, on each hand”*.

The reason that so many print salespeople are struggling to make a living is because like Susan, they refuse to accept the fact that they alone determine the outcome of their activity. Instead, they believe that their misfortune is the result of events that are beyond their control. Here are 3 sales idioms that show the fallacy in this type of thinking.

### **You are in control of your own destiny, so grab hold of the reigns**

Which of the following is costing you sales?

- Your territory is no good.
- Your shop’s prices are too high.
- There is too much competition in your area.
- Your company lacks a marketing program or sales support material.
- The company doesn’t provide training.
- You don’t have time to prospect for new business.





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The list of complaints is endless, but they all add up to one thing – a rejection of personal accountability. Salespeople don't like to face the fact that they, and only they, are responsible for our own success or failure.

If you searched out North America's top income earners, those that are earning \$150,000 a year or more selling printing, you won't find them cluster together in one geographical area or working for the same printer. They can be found everywhere: in large cities and in small towns and you'll find just as many working for an instant print shop as you'll find working for a large commercial lithographer. In fact, the only commonality is that while other salespeople complain about the adversities that print sales presents, each of these individually has risen to the challenge and turned their situation into a success. They took full responsibility for their situation and thereby took control of their destiny.

## **Failure is a hard lesson, but a great teacher**

Go ahead, feel proud and gloat over your accomplishments, but don't disregard or minimize your failures, because you can learn more from your failure than from your success. Without question failure is a hard pill to swallow so many salespeople try to sugar coat the pill by blaming lost jobs on circumstances that are beyond their control. For some reason, they feel that blaming themselves would be an admission of weakness, when in fact it is a show of strength, because it takes a strong, secure individual to say, *"I lost that job because I made a mistake."* So instead of denying failure, hold yourself accountable for lost sales and you'll gain a huge advantage over other salespeople because only when you take responsibility for lost sales you can learn from your mistakes.

By holding yourself accountable, the once dreaded objection suddenly becomes a powerful teacher that shows you how to create a perfect presentation because whenever your prospects give you a reason for not buying, they are in fact showing you *where* your selling skills need improvement. For example, if your prospects are often saying *"Let me think it over and I'll get back to you"* they're telling you that you haven't given them a reason to order today. Likewise, when your prospects claim that your price is too high, they are telling you that your presentation did not justify the extra cost.

## **A positive attitude instils false confidence, unless it is supported by knowledge and skill**

It is individuals like Anthony Robins and Napoleon Hill, who lead us to believe that we can *Think and Grow Rich*; that we can simply visualizing our way to success. Although the benefits derived from the belief that one will succeed cannot be minimized, a positive attitude on its own will not land you a new account. Believing in yourself may give you the courage and confidence to call on a new account, but from that point forward attitude is usurped by knowledge and skill. When your prospect says, *"I've been dealing with the same printer for over 5 years, so I'm not interested in changing suppliers at this time"* all the positive attitude you can muster won't close the sale, if you haven't learned how to handle this objection.

Sales, just like law, accounting and medicine is a profession and as with all professions, proficiency requires the acquisition of specific skills and knowledge. In other words, if you're continually losing jobs to lower prices; if you're finding prospecting or closing a difficult task, these challenges are nothing more than an indication that you have not yet fully developed your selling skills.



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**Don't settle for being a salesperson – become a professional.** Spend a few hours each week developing your selling skills and expanding your print knowledge. Read books, listen to CD's and attend seminars because without question the more proficient you become, the more jobs you'll land. Although *Think and Grow Rich* may be a motivating idea that will get you going in the morning *Learn and Grow Rich* will get results; results that can easily add up to a million dollar in sales within 12 to 18 months.

**Peter Ebner**