



“Price vs. Cost”

Years ago a wise salesman told me a story about a rather difficult situation he was in over his “price” being a bit higher than the competition. His customer was stuck on the “price” verses the “cost” of his particular product & service.

*I listened intently as he explained how he overcame this simple objection and moved right on to the close. **What a master....** Why did it work? Because his premise was true. Nobody really buys price. Not prudent folks, they buy **cost**. **They have vision.***

Do you know the difference? (Take the Lead Dog Test)



Leads from “The Competition”

Price- \$17.00 each

Agent Bill buys 25 for the week:

Total Investment-\$425

Agent Bill calls all 25 leads:

5 say “they told the telemarketer they were not interested...”

5 are clearly “off line”
(sick or dead already)

5 are “Managers” (not self-employed) who basically want something for nothing.

10 get you on an appointment...

COST OF THOSE 10 LEADS?

\$42.50 EACH

Leads from “Lead Dog Leads”

Price \$21.99 each

Agent Sam buys 20 for the week:

Total investment -\$ 439.80

Agent Sam calls all 20 leads:

Sam gets favorable results from all **20...**

No smoke...
No mirrors...

COST OF LEAD DOG LEADS?

\$21.99 EACH



Which do you think makes the most sense?

800-863-9511 Toll Free