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## Q'S News- How to Sell--Not Just Survive

**Dear Debra,**

This month we discuss sales strategies in a changing market.

*To learn the sales link between Tim Horton, Doritos and Ferraris read on....*

### Pricing Strategies

#### Is Your Pricing Competitive?

A Bank of Montreal survey of 17 goods indicates that price differences have narrowed somewhat in this year since our dollar has hit parity with the US but Canadians are still paying 18 per cent more than shoppers in the U.S. for everything from coffee to cars.



Even what the bank calls the "quintessential Canadian experience" of a large coffee and doughnut at Tim Hortons still costs 7% more in Canada.

***So in short what you sell likely costs more to buy in Canada than the US--check pricing because that can clearly stall sales.***

***When pricing is as competitive as you can be, then look to alternate business strategies...***

[Click here for survey details.](#)

### Change Pricing or Deliver Less

#### The Doritos Experience.



You may have change your pricing to sell your product, or you can try a different strategy, reduce the product.

**Many large corporations are trimming product sizes to avoid further price increases.**

**"We are tightening our belts,"** PepsiCo chief Indra Nooyi said last week. Bags of Doritos, made by PepsiCo, have been trimmed by as much as 2 ounces.

PepsiCo also reduced Tropicana orange juice by 7%. Kellogg, Wrigley, Proctor & Gamble and General Mills are all following suit.

***Is it sneaky, or is it business survival? What are you doing to survive?***

***We have solutions--read on...***

## How To Sell...Not Just Survive

### Fast Sales and Ferrari's

**For every sales person who has ever wondered how to increase their closing ratios, this article is a must-read.**

**This excerpt is from a top Questor vendor and sales winner who has agreed to share his company's secret strategy.**



*One of things that has constantly surprised me is in our company is less than 5% of sales of machinery are financed through leasing*

***The advantages to the customer are obvious:*** *He gets the machine immediately so he can start making revenue with it quickly. He saves his own bank line and personal capital for other uses. In many cases there are also tax advantages to the customer.*

***The advantages to us are even more obvious, the main ones being that we get to sell more machines and we get paid quicker .*** *This fast cash flow is a huge benefit to our business and as a sales team you will make more commissions and get them quicker if you sell more leasing.*

*Why the paradox? I am hearing is that Canadians are naturally conservative , that Canadians prefer to deal with banks, and that Canadians are financially unsophisticated and won't buy until they can afford to pay cash. **Americans lease over 40% of their machinery and in the UK it is closer to 60%** My information survey was anecdotal and not scientific but even given some room for exaggeration the differences in percentages are staggering.*

*Frankly I just don't buy the reasons given above, **I think we just don't appreciate the advantages and we just do a lamentably poor job of selling the idea.** We have an excellent lease company in Questor who make it easy to write leasing business .*

***I cringe when a customer asks the price and I see the reactions of some sales people.*** *A true pro should not falter at this stage. If you have done your job in presenting your proposal the price is usually the least issue that will derail the deal. I know that sounds like a statement of bravado, especially with the current Wal Mart mentality but **it is not the total price that matters, it's how you present the monthly price that counts,** and sometimes when you present it matters just as much.*

***Do you think that all people who drive Ferrari's are billionaires? Or people who have boats or cottages are Donald Trump?*** *Of course not, the fact is that such people have decided that the above things are a priority to them and they found a way to afford it, because the desire is there to possess it. Ferrari leases over 90% of its vehicles in Canada and it may surprise you to know that more Ferraris are sold (leased) in Toronto than in Beverly Hills.*

*As a machinery sales person you have an advantage over luxury car sales people because you can prove a direct financial benefit to acquiring a new CNC machine. A Ferrari may get you more dates and into the best clubs in Woodbridge but a new Amara Seiki will get you more billable work and will actually pay you back over the term of a typical lease.*

*Guys, I am not trying to be flippant or minimize the difficulties of closing deals, but I have to ask the question **why are we not leasing more?** The advantages to everybody are clear. **Why are other businesses with arguably less good reason to buy their products than ours taking more advantage of leasing?***

*Best Regards and my new Ferrari arrives next week.*

*Robert Jamieson, President [Forward 600](#)*

## Too "Q"ute

### Happy Diaper Days



The Questor Team extends our warmest congratulations to our own Bill Dost and his wife Maggie Kowalczyk-Dost on the birth of their beautiful daughter Faith.

Welcome to baby Faith!

Thank you for your interest in this edition of Q's News, and a special thanks to Robert Jamieson for his contribution. We welcome your feedback. Please contact the Q's News Team if you have comments, suggestions or topics you may want us to explore to help your business. We hope you are making the most of your summer!

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