



# **Selling Beyond Price**

*Creating a Differentiation Statement  
That Goes Beyond Price*

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# Selling Beyond Price

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## Director of First Impressions

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## Greeting

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## Telephone Scripting Clinic

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## In-Person Scripting Clinic

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# Selling Beyond Price (continued)

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## The “Visual Aids”

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## Differentiation Statement

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The Best Sales Professionals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Thomas Jefferson’s tombstone reads: *Author of the Declaration of American Independence of the Statute of Virginia for Religious Freedom and Father of the University of Virginia.*



# Selling Beyond Price (continued)

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## Sell Yourself

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Sell the Bank/Credit Union

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Selling Beyond Price (continued)

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Highlight a Product or Service with one of the BIG FIVE Financial Benefits

- 1. \_\_\_\_\_
  - 2. \_\_\_\_\_
  - 3. \_\_\_\_\_
  - 4. \_\_\_\_\_
  - 5. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Put It All Together

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# Selling Beyond Price (continued)

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## Action Plan

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