



FrontLine®

MARKETING INFORMATION FOR
TODAY'S FEED PROFESSIONAL

How to overcome objection of "high price."

KNOW YOUR POTATOES.

Two farm wagons stood in a public market. Both were loaded with potatoes in bags. A customer stopped before the first wagon. "How much are potatoes today?" she asked the farmer's wife. "Two-fifty a bag," the wife replied. "Oh my," protested the woman, "that is pretty high. I paid only two dollars for the last bag I bought." "Taters has gone up," was the only thing the farmer's wife had to say.

So the housewife went to the next wagon and asked the same question. But Ma McGuire "knew her potatoes." Instead of treating her customer with indifference, she replied: "These are Wisconsin white potatoes, ma'am. They are the best potatoes grown. In the first place, we only raise the kind with small eyes so there'll be no waste in peeling. Then we sort them by sizes. In each bag you will find a large size for boiling and cutting up, and a medium size for baking. The baking size cook quicker and are all done at the same time, which means a big savings in electricity or gas. Then we wash all the potatoes clean before sacking them, as you can see. You can put one of these bags in your parlor without soiling the carpet – you don't pay for a lot of dirt. I'm getting \$3.00 a bag for them – shall I put the bag in your car, or deliver them?"

Ma McGuire sold two bags, at a higher price than her competitor had asked, in spite of the fact that the customer had refused to buy at the first wagon because she thought the price was "too high." All of which proves that the customer's idea of price depends entirely on ideas in his own mind. When YOU put the right ideas there, the sale is not far away.

The more you know about what you are selling – regardless of whether it is some highly technical product or just potatoes – the better able you will be to overcome price objections. Customers should not be allowed to think that price is too high. They won't think so if you know the fine points of what you are selling – as well as the farmer's wife new the good points about her potatoes.

Study your product – then you can *sell* it.