



Just did the math, and every year I spend over \$500 on coffee. Yikes! That's enough to wake me up in the morning. How-

ever, the reason I buy coffee every morning from my favorite store is based entirely on quality and service and not price. The product is consistent, and the service is fast.

In the triangle of selling -- meaning price, quality, and service -- you never get all three at the same time. You get two. If you get price and quality, you may have to wait for the service to be available to fit your schedule. If you get price and service, you may not get the best quality. If you have quality and service, you tend to pay more in the price.

Do you sell your product or buy work for your product? Make sure your customer sees the "in place" cost benefit by choosing your company.

Ever hear the saying, "You get what you pay for." When I sell concrete, I make sure my customer is aware that although I'm not the lowest price when everything is said and done, the savings will be seen in the end.

If a project manager buys based on the quoted price per cubic yard, I work extra hard to convince them that time is



money and I can save them both.

When I sit down with a customer, I make sure to highlight how I can make their company profitable. I don't mention my competitor's negatives, only my company's positives. For example, I will remind them that our company only uses front discharge trucks which will come in handy when they are not pumping concrete. If it is winter and the mixes have no pozzolans like fly ash or slag, I will make sure the benefit is noted. I will point out our plant locations in reference to the job site. I will mention our past successful projects, especially if I've worked with the construction manager's company or the owner in the past.

Whether you sell ready-mix, precast, block, or concrete products, the principles of the sales triangle hold true.

Hello... Women at Work!

By Lisa Weaver



THE TRIANGLE OF SELLING ..

Recently, our company was awarded a project even though we were \$10 more per cubic yard. However, this project manager understood that based on the tight deadlines our company would make them the most money. They were dependent on high early strengths and a high yards per hour delivery demand. They were willing to pay extra for quality and service.

You get what you pay for in life as well. Ever turn down a free sample? Only if it is destructive to your goal. That's why when my favorite coffee shop offers me a donut, I must decline. The reason being I'm allergic to them -- they make my hips swell.

About the Author

Lisa Weaver is a sales representative for Ernst Concrete in Dayton, OH. She has been in the industry since 1997. Lisa is currently on the board of directors for American Concrete Institute/Greater Miami Valley Chapter; Ohio Ready Mixed Concrete Association's (ORMCA) Concrete Futures and ORMCA's L.E.A.R.N. (Ladies Educational and Ready Mix Network) in which she is a founder. She is certified in ACI Field Testing and as an ACI Flatwork Technician. She is also a certified Concrete Technician and Sales Certified through ORMCA. Lisa can be reached at lweaver@ernstconcrete.com