

THE  
WINNINGER  
*Strategies*

# PRICE WARS

SECRETS TO  
BEATING  
THE PRICE WARS  
WITHOUT  
DESTROYING  
PROFITS



“The one who gets closest to the customer doesn’t have to compete. Selling premium is the key!”

– Thomas J. Winninger, CPAE  
“AMERICA’S MARKET STRATEGIST”

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## How you’ll benefit from these strategies:

- target your real customer
- quit competing against price
- get your sales resource to sell bigger margins
- serve the highest need
- own your niche
- sell value over price
- position your uniqueness
- solidify your competitive position
- learn to repackage
- convert commodity to value added

Those who fail spend more time listening to their competitors than they do listening to the needs, wants and desires of their customers. It’s not what you sell or how you sell, but rather what the customers buy and how they buy it that is important!

## Quit competing; start winning!

No matter what you sell, be it a product or a service, no matter whether you sell it in a two-step distribution system or a one-step distribution system, the next five years could be the end of the way most of us do business. Currently, the mass merchandiser mentality is getting our customer to shift from service and value to price motive. Only about 27% of the buying public is motivated by price alone. At the other end of the scale is the 17% totally upscale, service-driven, value-added customer.