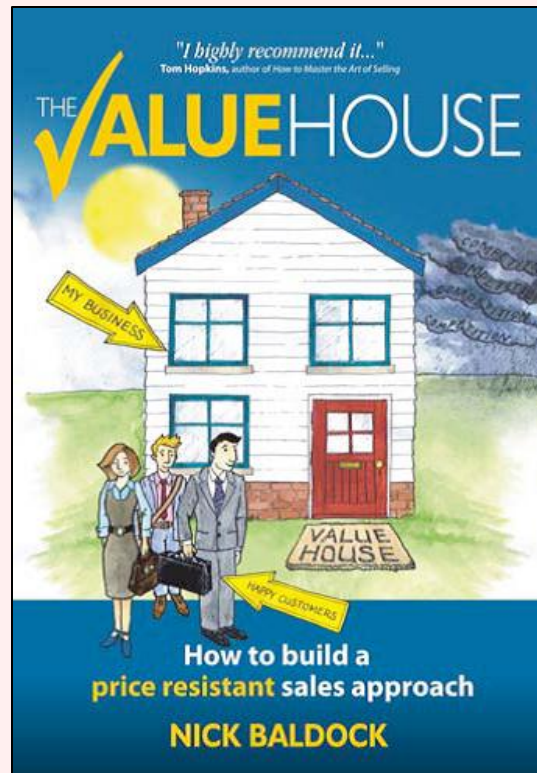


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2011

THE VALUE HOUSE NICK BALDOCK PRESS PACK



Press Release: “Build Your Business Like Your House”

How much more successful in Selling could you be with less price resistance from customers?

Nick Baldock and his new book “*The Value House*” (£28.99 Ecademy Press) will show you how.

Whether you are completely new to sales or have many years’ experience, ‘*The Value House*’ offers a fresh perspective on an old challenge, the price objection which has almost become the salesperson nemesis. Nick has a wealth of ideas, tips & strategies to help you to challenge some conventional thinking reshape & refocus your ideas.

His new book is about avoiding price pressure from customers, by following the analogy of building a house. Are salespeople actually to blame? “*The Value House*” sets out to understand why sales people get and fear price pressure and how best they can respond to it in a difficult economic climate.

“It gives you the opportunity to build your own ‘Value House’ offering many different activities you can apply to your own business,” says Nick. “These activities will help you manage price resistance more proactively and more effectively.

“I feel it’s become more necessary to defend price with the tough economic climate and more competitors. Clients are more 'switched on' to pushing for discounts and are more resilient to sales people defending their price. But deals are being done EVERY day in every country where the price is almost never the lowest. Often the decision is for the most expensive. The point is that people don't solely on Price but clients are very good in getting salespeople to think it.”

This book will help you to:

- Identify the right market to sell to the right people
- Improve your conversion ratio from interest to order
- Develop well guided tactical questions
- Build a powerful value proposition for your company
- Create a stronger climate of agreement with your customers
- Avoid Price pressure
- Defend and justify your price more effectively
- Build stronger customer loyalty
- Seek more referrals & Testimonial letters

As markets are more and more competitive with buyers often spoilt for supplier choice, never has there been a better time for salespeople in every company to have an established and well built ‘Value House’.

“This book is a great tool for any businesses that are looking to defend their margins”.

James Caan (BBCs Dragon’s Den)

In “The Value House”, Nick has a gem of a book. Super, highly practical advice that when followed will close more sales and generate a stack of repeat business.”

Richard Denny - Author of “Selling to Win”. Described by the Times newspapers as ‘The master of professional salesmanship.’

About Nick Baldock

Author of *The Value House*

Nick Baldock's sales career spans over 35 years, during which time he has gained hard won experience in an array of business environments; from selling encyclopaedias door to door through to selling financial concepts at board level for American Express.

Early on, Nick carved out a successful sales role in the highly competitive advertising industry – his sales results with the Daily Mail lead to a promotion to sales manager.

Nick also spent two years in Sales Recruitment where he was Associate Director in Marketing for James Caan from BBC's 'Dragon's Den'. With James, he pioneered and developed two entirely new concepts to the UK Sales Recruitment industry – one of them making it into the Financial Times in 1987/1988.

His achievements include:

- Worldwide 'Sales excellence' award from American Express
- Innovator of first ever Sales Recruitment forum in 1988 with James Caan of the BBC's 'Dragons Den'
- Developed unique world first sales product called 'Sales Solver' for 24 hour instant sales help (see www.sale solver.com)

As an influential sales trainer for 22 years, Nick's focus is very much on the 'how to' rather than some obscure theory that has no application in the real world.

Nick's success stems from his life philosophy:

"You can achieve anything, provided you want to!"

Nick is a keen runner and has run from Lands' End to John O'Groats twice, ran in 15 marathons and has run across Death Valley in California twice. He is also one of the few people to run across America from San Francisco to New York, a distance of 2851 miles.

Nick is also a much sought after motivational speaker and works with clients across the globe.

You can contact Nick at:

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Testimonials for “*The Value House*”

In “The Value House”, Nick has a gem of a book. Super, highly practical advice that when followed will close more sales and generate a stack of repeat business.”

Richard Denny - Author of “Selling to Win”. Described by the Times newspapers as ‘The master of professional salesmanship.’

“Your ability to sell higher priced products against lower priced competition is the key to more sales and higher income – and the book shows you how to do it.”

Brian Tracy – Author, “The Psychology of Selling”

“This book is a great tool for any businesses that are looking to defend their margins”.

James Caan (BBCs Dragon’s Den)

“The best book I’ve read on sales – directly tackling a problem for many businesses, being asked to drop the price. Whatever you sell this book will save you a fortune by reducing the number and amount of discounts you would have given away.”

Thomas Power, CEO Ecademy

“No matter what business you're in, a crucial aspect of your business is sales and this book will help you to sell more, more often, and at a better price. Nick directly and brilliantly tackles the timeless challenge that anyone and everyone in business faces-being asked to drop the price. Read this book and save yourself from years of headaches and lost revenue that can too often result from stressful, back-and-forth, price-negotiation situations.”

Dr Ivan Misner, NY Times Bestselling Author. CEO and Founder of BNI, the largest Business Networking Club

"Nick has put together in this book an essential toolkit for anyone in sales and negotiations, this is a must read."

Jim Hetherton VP International operations - On Track International

"The business in 2011/12 that can define and develop its value chain will be the one that will survive the economic difficulties. This book is a tool kit that will give any sales team the knowledge and skills how to present a professional proposition. The Value House process steps are simple, logical - based on practical experience and best of all - they work! "

Will Doherty - Training Specialist DNATA Emirates Airlines.

"Every sale comes down to whether or not the buyer values keeping their money or exchanging it for your product. In "The Value House", Nick Baldock shows you how to structure your sales to achieve greater than average returns. I highly recommend it."

Tom Hopkins, author of *How to Master the Art of Selling*

"In the sales industry for over 25 years, I have sadly experienced many of my colleagues "crumble" during the price negotiation. Markets will continue to remain highly competitive and in this book Nick has superbly illustrated why it is so important to believe in your product/service value and this book provides practical easy to follow methods that ALL sales people should adopt."

Dean Clark - Account Director, Adecco Group UK & Ireland

"I have met many people who could sell but few who could sell consistently at the right price. This book has it all, practical advice, live examples of how and how not to do it, real worth-while exercises, qualified anecdotes and down to earth solutions. A must for all sales people."

Rikki Hunt - Past CEO of Burmah Petroleum Fuels and co-author of *Creating a Thinking Organisation*

“Nick takes a practical approach to sales that anyone can understand and immediately apply. This book is packed full of ideas, tips and activities that help you position the value of your product or service giving you a massive competitive edge. The Value House is a must read for anyone seeking to increase their income.”

Mark Woods, Author of Attack Your Day! Before It Attacks You

“Beautifully constructed and full of excellent examples, tools and thought-provoking questions, the Value House is packed with the critical success factors a sales profession needs in today’s markets. It’s actually much more than a book. It is a very thorough resource and workbook with everything a sales professional needs to sell on value.

A sales professional who seriously uses this resource and follows Nick’s process will benefit from his insightful counsel and the effective ways he makes his points. As a learning professional, I definitely recommend this resource to sales professionals at all levels -- from those just starting out to sales expertise, The Value House will deliver.”

Janet Shields, Chief Learning Officer at Enzymatic Deinking Technologies, Atlanta, Georgia

FAQ's

What was the motivation for writing "The Value House" and who is it for?

I want to bring about the concept that defending price doesn't just mean a quick one line response. A number of things need to be in place in a sales operation to build a robust proposition that doesn't invite or encourage price.

The book was originally designed for salespeople, but is now applicable to any sales operation in any business where there is a need to have fruitful communication with customers and prospects and attract them to be new or repeat customers.

There are hundreds of books written on sales and price pressure – what makes yours unique?

This book peels back many layers and looks at the very start point of where and how price pressure may originate.

There is currently no book on the market that deals with price using the concept of a house or indeed any other concept. Because it goes through many stages from the very start in running a sales operations, you will find that not only does the book help with price itself, but also with other things such as proposals, letters, face to face communication, gaining referrals, finding new prospects to name a few...

It's also packed with lots of activities for the reader to build their own 'Value House'. This book goes further and provides useful ideas into many other areas that affect sales results.

Why do you believe sales people get and fear price pressure?

Poor sales practice, old habits, led by customers, lack of control to name a few... Sales people fear it because they believe the client has the most power and the clients gets them to believe that this is the ONLY thing they have to do to get the deal.

The markets are becoming more and more competitive – do you feel it has become more difficult to defend and justify pricing?

I feel it's become more necessary to defend price with the tough economic climate and more competitors. Clients are more 'switched on' to pushing for discounts and are more resilient to sales people defending their price. But deals are being done EVERY day in every country where the price is almost never the lowest. Often the decision is for the most expensive.

The point is that people don't solely on Price but clients are very good in getting salespeople to think it.

Just how important is customer loyalty?

Customer Loyalty is critical as companies should be concerned today with long term relationships where they are able to work in partnership with clients. The cheapest business to get is the business they have already got. It costs a lot to develop new business. If the customer is loyal, he is the one who is far more likely to pay a premium price, because he knows what he gets.

What is the main goal of releasing this book? What would you like to achieve?

I would like to encourage businesses to think differently and find an alternative way to approach their customers and prospects. This may well involve a complete mind-set change as well as a behavioural change. It may also mean operational change in the business. Finally, it may involve a cultural change towards the type of prospects they target and how they seek to attract new business.

We want to be known for being able to help companies make such changes and therefore help them become more competitive.

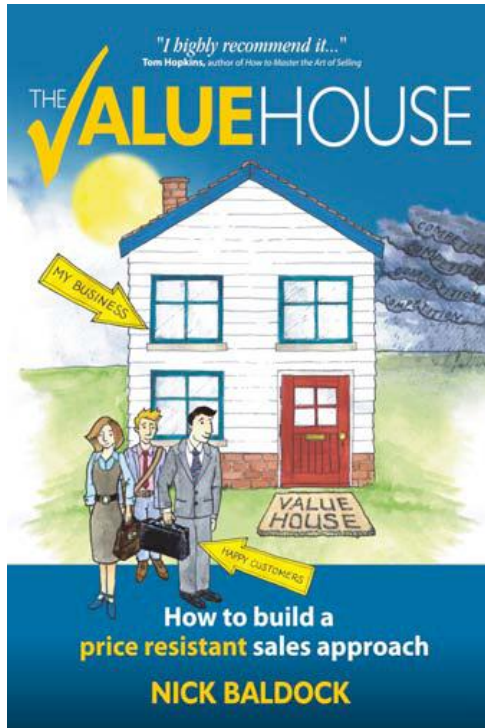
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ADVANCE INFORMATION

The Value House by Nick Baldock



Title: **The Value House**

Strapline: **Build a price resistant sales approach**

Author: **Nick Baldock**

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Details: **234 x 156 mm**

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Brief Description: How much more successful in Selling could you be with less price resistance from customers? This book will show you how. Whether you are completely new to sales or have many years' experience, the 'Value House' offers a fresh perspective on an old challenge, the price objection which has almost become the salesperson nemesis. It has wealth of ideas, tips & strategies to help you to challenge some conventional thinking reshape & refocus your ideas. The 'Value House' book is about avoiding price pressure from customers, by following the analogy of building a house. But are salespeople actually to blame? The 'Value House' sets out to understand why sales people get and fear price pressure and how best they can respond to it in a difficult economic climate. This book gives you the opportunity to build your own Value House offering many different activities you can apply to your own business. These activities will help you manage price resistance more proactively and more effectively. As markets are more and more competitive with buyers often spoiled for supplier choice, never has there been a better time for salespeople in every company to have an established and well built 'Value House'.

Author info: Nick Baldock is a sales improvement consultant working with clients across the globe helping them be more effective in converting sales effort into better sales results. Nick is also the lead sales trainer for Be More Effective Limited, led by the Managing Director Bob Hayward. Be More Effective aims to involve, align and enrich the talent in your organisation. Nick is based in Wiltshire.

www.bemoreeffective.com

Market: Business, Sales & Selling, Sales Techniques, Business Success, Sales Psychology

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Image 002



Image 003