

## Buyers Who Always Want Discounts

It can be challenging to deal with buyers who always expect a discount,

Here are a few things you can try:

1. Set clear pricing policies and stick to them. If you have established that your products or services are worth a certain amount, it may be difficult to consistently offer discounts without devaluing your offerings.
2. Offer value in other ways. Instead of offering a discount, consider offering additional services or perks that add value to the purchase without reducing the price.
3. Communicate the value of your products or services. Help the buyer understand why your products or services are worth the full price by highlighting their features, benefits, and any competitive advantages they may have.
4. Be willing to negotiate. While you may not want to offer a discount, you may be able to come to a mutually beneficial agreement through negotiation. For example, you could offer a longer service contract in exchange for a lower price.
5. Consider offering a loyalty program. This can help reward your most valuable customers and give them incentives to continue doing business with you.

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