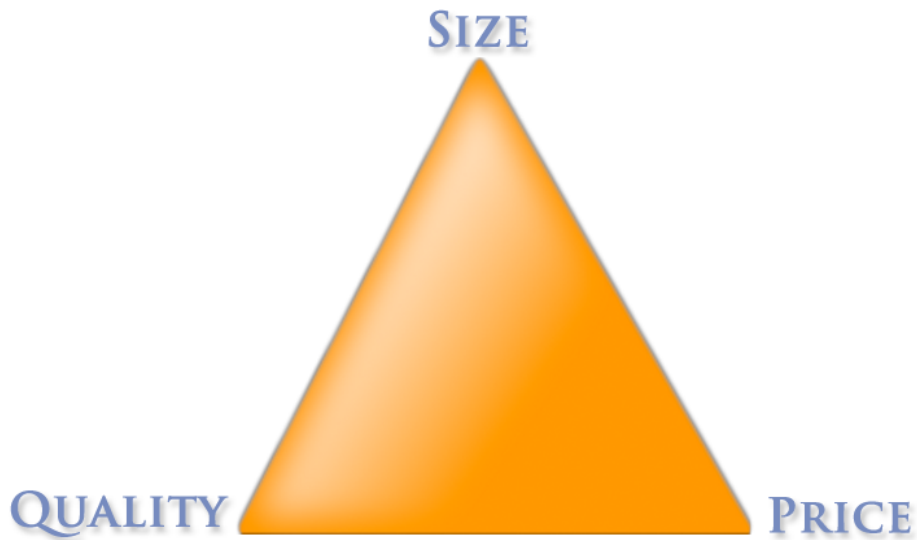




THE VALUE TRIANGLE

Use this triangle to help a customer determine what matters most to them. There is a law of nature just like gravity. An items value is made up of three things the Size (or Weight or Style), the Quality, and the Price. The client may choose two of these, and the third will be decided up or down based on the two, which they have chosen. Customers quickly understand this, and it truly does help them qualify themselves if you actually draw it for them on a sheet and let them play with it.



This works well if you practice with it until you are smooth several times before the customer comes in. Too often, the customer wants everything and it simply cannot line up that way.