

## **Answers to... “You’re too Expensive”**

**It is only natural for buyers to either really believe that your prices are too high, or to simply state it in order to see if you will budge on the price.**

If you have a great product of the highest quality...you have a right to get paid fairly for it!

**Here are some types of answers that can be given to explain your price:**

### **1. “Your prices are much higher than other caterers!”**

Yes, Mrs. Smith, we realize that we charge more than many caterers in Clinton...but, when we started X Catering quickly realized that we could charge less by giving less as some other caterers have chosen to do, or we could charge a realistic and fair price that would allow us to maintain a catering business that offers only the finest quality in order not to embarrass our clients, their guests or ourselves. So, Mr. Smith, I’m sure that you want only the best for you friends...don’t you?”

### **2. “Well, I’m not used to paying this much for catering!”**

We hear that from many people...and it’s an honest comment! But, because we charge a little more we are able to put a lot more into the order. So, I would think that the extra money is worth your peace of mind because you won’t have to worry about the success of the party...what do you think?”

### **3. “This is the first time that I’ve called you and I must say that your prices are higher than Fred’s catering.”**

As you know, as with most things that you buy, you get what you pay for! Since you brought up Fred's, let me share with you some of the major and minor differences between the two of us... Yes, Fred's is somewhat cheaper than we are...but look over this list of our present clients who have already switched to us from Fred's because of what they discovered after they tired us just once.

**4. "But, I can get the chicken dinners from down the street for \$1.00 less!"**

Mr. Smith, if you really want to try us I'll guarantee you \$ 1.00 difference back to you, if you honestly believe that you and your guests aren't happier with out chicken dinners!

**Or**

What would you say to me if I told you that I would sell you the chicken dinners at exactly the same price as down the street...if you let me buy the chicken I use for your dinners form his supplier rather than mine and if you will let me give you the same portions of food he gives rather than our portions?

**Or**

Yes, there are a great number of caterers who are attempting to buy sales by offering prices that any informed citizen quickly realizes are impossible and will not fulfill the expectations of their promises. After all, Grade A chicken costs the same for me as it does for anyone else...so they must be using lower grades. Mrs. Smith, with caterers you always get what you don't pay for!

**5. "It seems to me that one caterer should as good as the next. Your prices are really out of line."**

Yes, many customers think that all caterers are the same. Many cars same as the next. But you're not buying a car when you buying catering! Let me explain. If you can decide

on a particular car model that you want and then go around to different car dealers and try to get the best price, then that is great! A Cadillac is a Cadillac! But, when you call around and get different prices from different caterers for the same menu, you are buying qualities that you can't examine by "kicking the tires," such as experience, track record, quality of suppliers, cleanliness, people and their overall investment in their professions. So, spending \$500.00 less on one caterer over another could be one of your worst nightmares, especially if you are comparing a Cadillac with a Chevy!

**Or**

When a caterer doesn't have any track record, they usually offer lower prices which result in lower levels of experience and quality that foster much more risk for the host and hostess!

**6. "You are without question the highest priced caterer in town!"**

Yes, but I thought that is exactly why you are here today! You know that we do the best job!

**Or**

Yes, we are one of the more expensive caterers in town, but we also have the most clients...so we really must be doing something right!

**Or**

Yes, Mrs. Smith, we are expensive...but we stand behind everything we do and you won't have any complaints, mishaps or failures.

**Or**

We are very professional, Mrs. Smith, and we really don't expect to sell everyone. We need to charge prices that permit us to maintain the professional staff and high standards of X Catering.