

# Ask For A Better Price

By Willie Crawford

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Years ago, I was in the US Air Force, stationed at Clark Air Base, Republic of Philippines. I loved the place and regretted when our unit was moved. The biggest lesson I learned during my tour of duty there was to bargain. This was a concept that was, and still is, foreign to most Americans.

One day while in "the market" I saw a shirt that I really loved. It had a drawstring waist and was made from an old flour sack which had been printed. I asked "how much." The salesclerk said \$20. I said thank you and walked away. She yelled, "wait brother, you're suppose to bargain." I ended up getting that shirt for only \$4. That was the custom in most shops that I went to in Asia (outside of Japan). If you were willing to pay three times as much as what they would have settled for, then that's what you paid. They also generally quoted you a price based upon what they estimated you could pay.

In my present life, I continue to learn the importance of bargaining both online and offline. Offline, we all know the importance of bargaining with your local car dealer (as an example). Many people do it with jewelry or furniture stores. As an online business person it's also important to realize that you don't have to settle for the posted price. Often, all you need to do to get a better price is ask for it. Any merchant hungry for a sale is likely to lower his price a little if you just ask. Many merchants will probably hate that I just pointed this out to you.

Let me give you a few examples.

When I place ads in ezines, I frequently ask the ezine publisher for a lower price, a special if I purchase

a package, or for premium placement. If you ask many ezine publishers to put your ad up top, or in the middle of an article, they will agree - especially if they do not think that they will make the sale otherwise.

When I set up a recent merchant account, I merely involved two providers in a bidding war. Whether you realize it or not, they do have some discretion on what they charge you to set up a merchant account. Simply shop around and then see how bad they want your business. What I discovered in the process is that the 2.35% rate I am most often quoted is not the absolute lowest. In-fact, I can set almost any internet-based business up with a merchant account with a lower rate. Heck, I can get you 1.99% if you are one of my clients and have good credit!

When setting up an account with your web host, point out that you can get the same features and space at other hosts for less. Ask them to lower the price. If you ask the person with that authority, they may offer you a lower rate. You never know until you ask. I've even had a few clients surprised when they were offered absolutely free, full-service hosting :-)

In practically everything that you use in your online business, you can get a lower rate. The secret is to ask. The VERY best way to do that is simply to ask, "Is that the best that you can do?" They will know exactly what you are asking and many merchants will lower the price. You could also ask, "Can't you do a little better." Both of the above phrases work great in local shops too.

Prices are not set in stone, and if your funds are tight, a good way to lower your expenses and get off to a quicker start is simply to start asking for a price break. If someone looks at my \$147 web copywriting course, which is the best in the business, and asks for a discount, I'm very likely to give it to them. Don't tell anyone though :-). Given the choice of losing the sale, or giving you a slight price reduction, what do you think most online merchants will do?

I've just armed you with another bit of advice that I have never seen any other ezine publisher offer. Start doing this today, and you'll be pleasantly surprised, and your budget will buy soooooo much more.

Willie Crawford has been teaching others how to build an online business since late 1996. Frequently featured in radio, magazine and newspaper articles and interviews, Willie teaches the average guy what the top marketers are doing but seldom talking about. For example, Willie demonstrates the power

of automated residual income through his system at:  
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