

Value-Based Selling Guide

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a value-selling approach and talk tracks — framing your range, credit, delivery, quality assurance and reliability as worth a fair price — so staff can defend price and win value customers rather than only competing on rate. Use it to train the counter. For price-war defence use the Competitive Pricing Response tool.

Purpose of this tool & output

Sell reliability and service, not just low price

How the output is used

Use it to sell reliability and service, not just low price — the value story that lets you hold margin against cheaper competitors.

Important cautions

Frame value honestly — reliable delivery, genuine BIS stock and credit are real value worth a fair price; do not disparage competitors, sell your strengths.

Companion documents

- Pricing Strategy & Rate Card
- Margin Management & Analysis
- Discount & Negotiation Policy
- Customer Loyalty / Retail Scheme Design
- Contractor Incentive / Loyalty Program
- Competitive Pricing Response

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