



“WOW. That’s Expensive!”

**When a Customer
Responds That Way to a
Price Quote, There’s No
Need to Immediately Press
the Panic Button.**

TRY THESE STRATEGIES!

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As custom framers, hearing a customer make a statement after a price quote such as, “Wow. That’s expensive,” can feel like a piercing knife through the heart. Not to mention, it can sometimes leave us at a loss for words, even if we can see it coming.

There are ways, however, to overcome the initial shock. Understanding your customers’ feelings and recognizing the meaning of certain customer reactions to price quotes will allow you to handle the situation as professionally—and profitably—as possible.

To do so, we’ll explore the psychological aspect of this statement from the perspectives of both the consumer and the front-counter consultant.

**Consumer Psychology:
“Wow. That’s expensive!”**

A comment such as, “Wow. That’s expensive,” usually is driven by ignorance, as the customer making the statement likely didn’t know what to expect of the cost of custom framing their special item.

This is the case for many consumers, as they usually underestimate the dollar value of many products and services they require. The same thing applies to other products and services that typically do not come with a standard, retail-store price tag, such as a car-repair quote.

For consumers, these types of price quotes usually come as a bit of a shock, but they still pay them and move on. Why should custom framing be any different?

As professional consultants, custom framers should help clients justify the value of framing

their “memories” by ensuring the focus remains emotional during the consultation. This way, the purchase is a “want,” not a “need.” Consumers typically will pay more for what they “want” as opposed to what they “need.”

Custom framers should remember when quoting a price that they are not selling four bits of wood and a piece of glass. They are selling a beautiful, unique, custom-framed memory.

Custom-Framer Psychology: Why Should Framing Be Cheap?

Quality custom framing is not that expensive considering the cost of home furnishings in general and the long-term value consumers receive from it.

Consumers typically will spend more on home-decor items, such as quality bed comforters and sheets, window curtains and blinds, light fixtures, carpeting and so on, than custom framing. Many of these types of home furnishings will probably be upgraded and replaced sooner than a custom-framed item, though.

In the grand scheme of home furnishings, custom framing is not expensive. The product and service is definitely “worth it,” so custom framers should never be afraid of quoting the true value.

Confronting Price Shock Early

Some custom framers anticipate and control price-quote shock at the front counter by making it happen early in the consultation process.

For instance, they might select an “over-the-top” moulding and mat design option early in the consultation and then quote the price to get the “price shock” out of the way. This way, every subsequent option they present appears more realistic and more affordable.

Suggested Responses

Like anything in life, the best way to handle a difficult situation is to be prepared for it. In my business travels to frameshops, I’ve heard many great rebuttals to the “Wow. That’s expensive” statement, including the following:

The “Compared-To-What?” Analogy

Custom framer response: “Well, I guess that depends on how much this artwork/design/memory means to you.”

The Handbag-and-Shoes Analogy

Custom framer response: “So is a nice handbag and a new pair of matching shoes, but at least the frame won’t go out of style in 12 months.”

The Dinner-and-Movie Analogy

Custom framer response: “So is a nice dinner with a bottle of wine and a movie afterwards, but the enjoyment of that evening won’t last as long as this memory on your wall.”

The 10-Years Analogy

Custom framer response: “Well, considering you are probably going to have this hanging on your wall for the next 10 years, when you spend \$200 now, that’s only going to be \$20 a year, which is less than 6 cents a day for something that is going to please you every time you look at the wall.”

The Custom-Made Dress Analogy

Custom framer response: “When you buy a dress from a dress maker, it costs more than a dress ‘off the rack,’ but it is just what you want and fits you perfectly. Likewise, custom framing is also ‘made to measure;’ it will be unique, look fantastic and fit your style and decor perfectly.”

The Half-the-Price Response

Custom framer response: “Actually, if you leave a 50-percent deposit now, the total price will be half off when you come in to pick up your framed item in two weeks.”

The “Smile-for-a-Lifetime” Response

Custom framer response: “Well, it might make you wince for a minute now, but I guarantee it will make you smile for a lifetime.”

The “Priceless” Response

Custom framer response: “No, it’s not; it’s priceless.”

Although some of these responses are better than others, all of them could be rehearsed and used in the future—helping significantly in overcoming price objections and securing more sales.

With 17 years of experience in the framing industry, Jared Davis, CPF, GCF, has covered the wholesale, commercial and retail aspects of the business. His previous sales, marketing and training experience give him an understanding of the changing opportunities for retail businesses, and he offers an up-to-date approach on new methods and techniques required by today’s business owners to succeed. Davis is the author of “Getting the Most Value from your CMC” and a top educator at DECOR Expo Atlanta.