

# THE 5 SECRET BUYING VALUES

## Exercise in Developing Your Personal Value Chain

Take the time to choose a product you sell and mentally own it. Go through the buying process. As you're holding, touching, looking over and considering the product, make note of concerns and thoughts about the 5 different values below. How do you feel about the price? What does the design say to you? How much sway does the functionality have over your purchase decision compared to price? Etc.

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**Product Name:**

**Top features that immediately stand out**

- 1.
- 2.
- 3.

**Design:**

**Quality:**

**Functionality:**

**Price:**

**Availability:**

### **Prioritize Your Values**

- 1.
- 2.
- 3.
- 4.
- 5.

*Once you've completed your notes on the five values, determine their priority for you in the list above.*

*"Whether we're talking about selling for \$1 or \$1 million,  
it's all the same to me. It's a sale!"*