**Pricing**

**Southern Beauty Supply certainly strives to maintain the best and most aggressive, competitive pricing available. Pricing in a professional environment, one must consider the whole program, any where from quality of product and services to delivery. When you add pride and passion to your work, you will have a great performance. We certainly have a wide diversity of products. It also requires a great deal of imagination to continually innovate to drive growth and efficiency. We certainly want you to achieve the greatest results that can be achieved in your discipline.**

**“Energy and persistence conquer all things”, Benjamin Franklin also said “that the bitterness of poor quality remains long after the sweetness of low price is forgotten”.**

**John Ruskin said “There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price only are this man’s lawful prey”.**

**Tom Huffaker said “In sales and marketing you need to retrain your client to focus on value and not price. Value is what the buyer truly wants.**

**Michael Franti, guitarist said, “people do not remember what you say or what you do. They remember how you made them feel”.**

**I hope to hear from you soon.**

**Best regards**

**Frank Wright**