

---

# Countering cheap buyers.

What to say when someone is shopping on price, not on value.

## Countering cheap buyers.

It's highly unlikely you are going to choose us because we're one of the more expensive in the market. If you are looking to buy on price rather than on value, save your time. We're not the people for you.

However, I am an advocate for my industry.

I see people getting burned all the time and getting themselves into trouble because they don't understand the hidden costs of the cheaper option.

While it may be a great offer up front, it's actually going to cost you more in the long run. We've done research and have put together a document and a video.

I'd love the opportunity to send that to you to help you make the best decision. It will give you a checklist to follow to make sure you get the best supplier for what you need.

**These are insights you would only have after  
ten years in the industry,  
and after seeing the many horror stories.**

NED COTEN

**Don't seek to be a person of Importance.**  
**Seek to be a person of Value.**

Email

[ned@nedcoten.com](mailto:ned@nedcoten.com)

Website

[nedcoten.com](http://nedcoten.com)

LinkedIn

[linkedin.com/in/nedcoten](https://linkedin.com/in/nedcoten)

Ned Coten AM is an investor, board chair, and passionate volunteer in basketball & other sports. He has over 30 years of experience at every level of business, sport & technology within Australia and globally, based in Melbourne, Australia.

[nedcoten.com](http://nedcoten.com)