

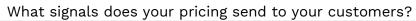
Value-Based Pricing and Value Selling

Hyundai

What problem can you solve for customers?



Price-Quality Effect





Same Thing Cheaper

How do you deal with price objections? Do you need to build a better shield?



Sell the Hope, Sell the Hole

Why do customers buy from you? What problems can you solve? What hopes and dreams can you deliver? How can you connect to the emotional side of why customers buy to earn a price premium?



Masquerade

How can you reduce doubt in your promises?



Picasso

Where do you undervalue your own expertise?

