

Value-Based Pricing and Value Selling

Hyundai



What problem can you solve for customers?

Price-Quality Effect



What signals does your pricing send to your customers?

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?