

As Steve watched the CEO review his payment schedule and terms, he reflected on how he would never have been in this position if he hadn't applied the pricing strategies his mentor Karen had taught him. He would never have had the opportunity to work with such a high-level client. But even if, for some reason, he had, he knew he would have proposed something more in the range of \$3,000 for all his hard work, and for something that wouldn't come close to helping the client as much as his current solution would.

Steve took a close look at the CEO, trying to guess what he was thinking from the way he eyed the document. For Steve this was the moment, the true test of whether Karen's strategies would actually help him become the success he had always dreamed of. His heart started to race.

When the CEO looked up, he asked Steve, "Do you need a check today?"

Steve's heart rate kicked into a higher gear.

The CEO looked back blankly and Steve wondered if he was going to change his mind and reject the proposal. Steve waited and then the CEO reached a