

“That’s a great question,” Karen said, “and one that gets at the heart of value-based pricing—which is all about building high-value relationships.”

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Just then the kitchen door beside them clanged open and a server came out with a tray of warm scones.

“They have the best scones in the city,” Karen said.  
“How about we get a scone and, as a way to answer your question, I tell you the story of the clothing company I helped last year?”

“I’d love that,” Steve said.