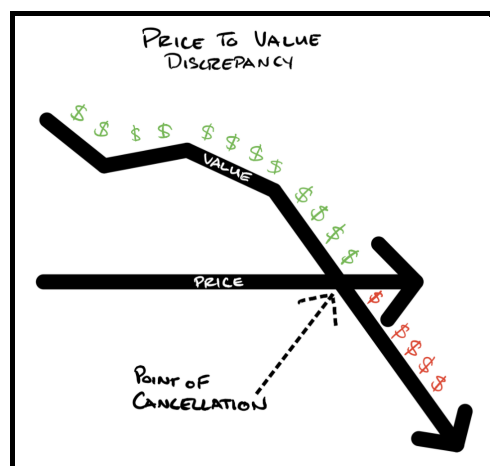


## Pick Your Pricing & Maximize Value



3K

### VIRTUOUS VS. VICIOUS CYCLE OF PRICE \$

↓ PRICE	YOUR CLIENTS	PRICE ↑
DECREASE	EMOTIONAL INVESTMENT	INCREASE
DECREASE	PERCEIVED VALUE	INCREASE
DECREASE	RESULTS	INCREASE
INCREASE	DEMANDINGNESS	DECREASE
DECREASE	REVENUE FOR FULFILLMENT PER CUSTOMER	INCREASE
↓ PRICE	YOUR BUSINESS	PRICE ↑
DECREASE	PROFIT	INCREASE
DECREASE	PERCEIVED VALUE OF SELF	INCREASE
DECREASE	PERCEPTION OF IMPACT (RESULTS)	INCREASE
DECREASE	SERVICE LEVELS	INCREASE
DECREASE	SALES TEAM CONVICTION	INCREASE

Blocksquare - \$6.000 = \$18.000

T-Zero - 36.000 = \$108.000

### III. Charge What It's Worth: New Price

- ☐ Be more expensive than everyone else (by enough that it causes consumer to pause)
- ☐ High Price = Higher Value (wine example)
- ☐ Higher prices get people better results (and are therefore ethical)



### IV. Maximize Value Using Value Equation

- ☐ Maximize Dream Outcome (solve problem worth solving)
- ☐ Maximize Perceived Likelihood of Success (testimonials & proven case studies)
- ☐ Minimize Time to Success (How can we make this faster? How can we show progress?)
- ☐ Minimize Effort & Sacrifice (How can we make this easier? More Seamless? Convenient?)