

Price Confidence Breakthrough



- **IF YOU DON'T BELIEVE THE IMPOSSIBLE CAN HAPPEN, THEN YOU ARE RIGHT.**
- **WHEN YOU FEEL LIKE YOU ARE LESS THAN OTHERS, THEN YOU ARE RIGHT.**

DO YOU WANT TO BE RIGHT?

SALES MYTHS THAT KEEP YOU BROKE



MYTHS ARE HOLDING YOU BACK

Our confidence to sell effectively at prices worth our value are held in beliefs that are simply not true



MYTH #1

My Market Can't Afford That

THE COST BLOCK



you don't get to choose for them

TRUTH: THEY'LL BUY WHAT THEY WANT

THEY'LL FIND THE MONEY FOR THE STUFF THEY WANT

If they are committed to the value, they'll figure it out. It's not your job to convince, it your job to connect the value.

YOU DON'T GET TO ASSUME

Who are you to decided what is a "do whatever it takes" situation for them?



**Tiffany's Paperclip
\$1500.00 USD**

Mindshift

Q: WHEN WAS A TIME YOU BOUGHT SOMETHING YOU COULDN'T AFFORD AND IT PAID OFF?



MYTH #2

I'm Not Good Enough Yet

PRICING ON SELF ESTEEM



you don't get to choose for them



TRUTH:

HOW YOU FEEL ABOUT YOURSELF
HAS NOTHING TO DO WITH YOUR
PRICES OR WHAT YOU DELIVER

DO YOU SOLVE A PROBLEM?

If it costs more to have a problem than it does to pay you to fix it, then you're more than good enough, you're a walking talking good deal!

THERE ARE PEOPLE THAT KNOW LESS & CHARGE MORE

Believe in what you can do for them and charge what that solution is worth.

Mindshift

A: Your self esteem is irrelevant. It's not about you. It's never been about you. If they have a problem you can solve, get to solving it.



MYTH #3

**Parts +
Labor =
PRICE**

PLUMBER PRICING



Your value is not always tangible



TRUTH: YOU ARE MORE THAN THE HOURS WORK & MODULES YOU CREATE

RESULTS RECEIVED

Arriving at a goal can be worth more than the time it took to get there.

*PICASSO EXAMPLE

EXPERIENCE INVOLVED

Experience can allow the same job to be done by an amateur but better.

TIME SAVED

If a solution allows someone to reach their goal faster, that adds value to the result. It doesn't matter how long it took you to do it.

CONSIDERATION & DEDICATION

The level of consideration to understand a client's needs as well as the dedication to get them where they need to go is worth a lot.

Mindshift

Picasso was at a Paris market when an admirer approached and asked if he could do a quick sketch on a paper napkin for her. Picasso politely agreed, promptly created a drawing, and handed back the napkin — but not before asking for a million Francs. The lady was shocked: “How can you ask for so much? It took you five minutes to draw this!” “No”, Picasso replied, “It took me 40 years to draw this in five minutes.”

Mindshift

A: Price by value, if they could solve it on their own, they would.

You are the shortest distance between them and their goal.



MYTH #4

Low Prices First

VALUE HAS A LADDER



there are other ways to get to the top of the mountain

Windshift

**Do you buy the car
or the seats first?**

SHIFT

TRUTH:

IT'S EASIER TO SELL TWO
CLIENTS AT \$5000 THAN 103
AT \$97.00

COMPLEX IS COMPLEX

Too many options can prices can confuse potential customers and stretch your focus in too many directions.

SIMPLE IS SCALABLE

the more narrow your focus the easier it is to do more with it. Discuss it clearly and close more clients.

Mindshift

A: You don't need to serve everyone. When you choose your price you choose your audience.




MYTH #5

PRICE IS FIXED

STONE TABLET BLOCK



there are other ways to get to the top of the mountain



TRUTH: PRICES SHOULD CHANGE WITH TIME, EXPERIENCE, ENHANCEMENTS & BELIEFS

PRICES ARE FLUID

Your prices are always changeable and you don't own anyone an explanation.

REVISIT YOUR PRICES OFTEN

The more we grow, the wiser we get, the better we serve our clients. Your prices should reflect that.

EXCHANGE YOUR LIMITING BELIEFS FOR THE TRUTH



I SOLVE PROBLEMS



I AM MORE THAN
PARTS & LABOR



THOSE THAT WANT
MY SOLUTION WILL
PAY FOR IT

DO THE WORK

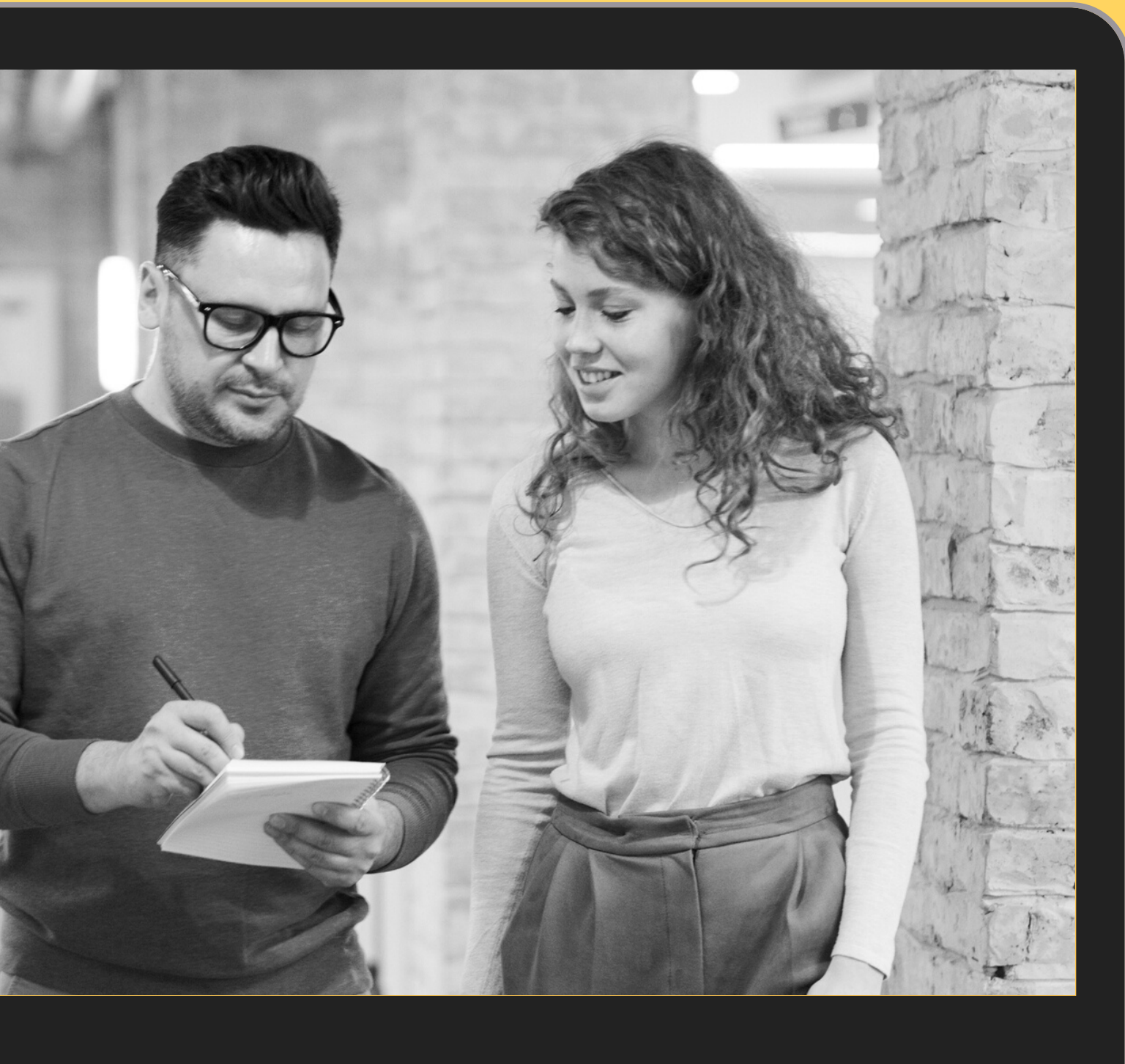
Confidence Bypass

**LET'S BREAKTHROUGH THESE
BELIEFS IN REAL TIME**

Knowledge without action is useless. Let's combine
knowledge with action to create WISDOM.

DO THE WORK





HISTORY

WHERE HAS LOW SELF ESTEEM STOPPED YOU FROM CHARGING MORE OR GROWING YOUR BUSINESS?

WHY IS ENOUGH ENOUGH?

COMPETITION

DO OTHERS IN YOUR INDUSTRY CHARGE MORE THAN YOU?

ARE YOU AS GOOD AS THEM OR EVEN BETTER THAN SOME?





NEED

TAKING YOU OUT OF THE PICTURE: WHAT DO YOUR PROSPECTS, CLIENTS AND THE MARKET NEED FROM YOU?

HOW WOULD THEY HOPE YOU SHOWED UP?

COST OF INACTION

RETURN ON INVESTMENT

SHORT TERM

WHAT DOES IT COST IN THE
SHORT TERM **NOT** TO WORK
WITH YOU?

WHAT'S THE BEST RESULT
THEY COULD GET FROM YOU
IN THE FIRST 30/60/90 DAYS

LONG TERM

WHAT DOES IT COST THEM
IN THE LONG TERM **NOT** TO
WORK WITH YOU?

How does it hurt them?
How does it hurt their business?
Who else does it effect?

WHAT CAN THEY ACHIEVE
WITH YOU IN THE LONG
TERM?

How does it help them?
How does it help their business?
Who else does it effect?

THE FAST FIX



FIREFIGHTER

What's the biggest fire/problem you can solve right now



IS THIS WORTH A PREMIUM?

Does the value increase the sooner you can put out this fire?



CAN YOU DELIVER A QUICK WIN?

Presentations are tools that can be used as lectures, speeches, reports, and more.



WHAT CAN YOU REMOVE?

Can you remove something from your program to make it easier to understand, buy or implement?



WHAT CAN YOU ADD?

Is there anything you might need to add to enhance the experience, quickness or value?



INSIGHTS & ACTIONS

What is your biggest takeaway

What action will you take based on what you learned?

SHARE IN THE GROUP OR TAG US ON SOCIAL



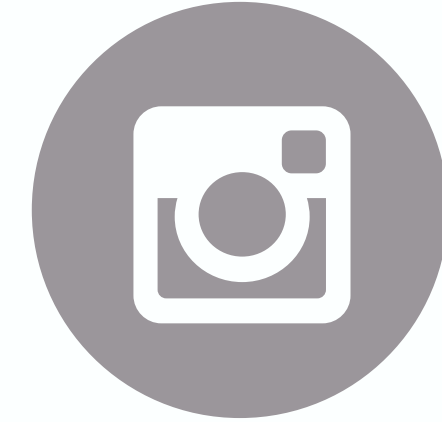
SUCCESS BY DESIGN

Presentations are tools that can be used as lectures, speeches, reports, and more.



FACEBOOK

Presentations are tools that can be used as lectures, speeches, reports, and more.



INSTAGRAM

Presentations are tools that can be used as lectures, speeches, reports, and more.

INVITE A FRIEND





UPCOMING TRAINING

SALES PAGES

by Stephanie Tilton



IMPLEMENTATION WEEK

August 16–20th

No Live Sessions