



Be expensive

One of the biggest problems small business owners have, is what to charge for their services. If you could look inside their heads you would often find that there is a lot of confusion between what the prospect thinks of the product or service, and what the prospect thinks of them.

It is this confusion, often this fear of personal rejection, which is at the heart of their pricing dilemmas.

If you are finding problems like this I would recommend you try the following thinking.

- 1** Not every sale should happen. Sometimes it is right for the prospect sometimes not.
- 2** The test of whether it is right is whether there is enough value in the deal or not.
- 3** If you as the seller want to provide satisfactory goods and services, you should be expensive in order to ensure that you are the right provider.
- 4** If you are expensive you can provide all of the necessary support and advice to ensure satisfaction

You may say that you have tried this and held your prices high but no-one buys from you.

If this is the case then the way to success lies entirely in focusing on communicating the value you offer and not reducing the price. If there is sufficient value in what you offer and if you can find a way of communicating it – if you find your voice – then you will never have to worry about price again.