



# IS THE PRICE RIGHT

WITH VANESSA  
LANHAM-DAY

[www.signalbizhub.org](http://www.signalbizhub.org)

# Wikipedia: Pricing strategy

The **Meaning that having REAL CLARITY about what you want to earn is critical** to the success of your business. **market.**

# Pricing.

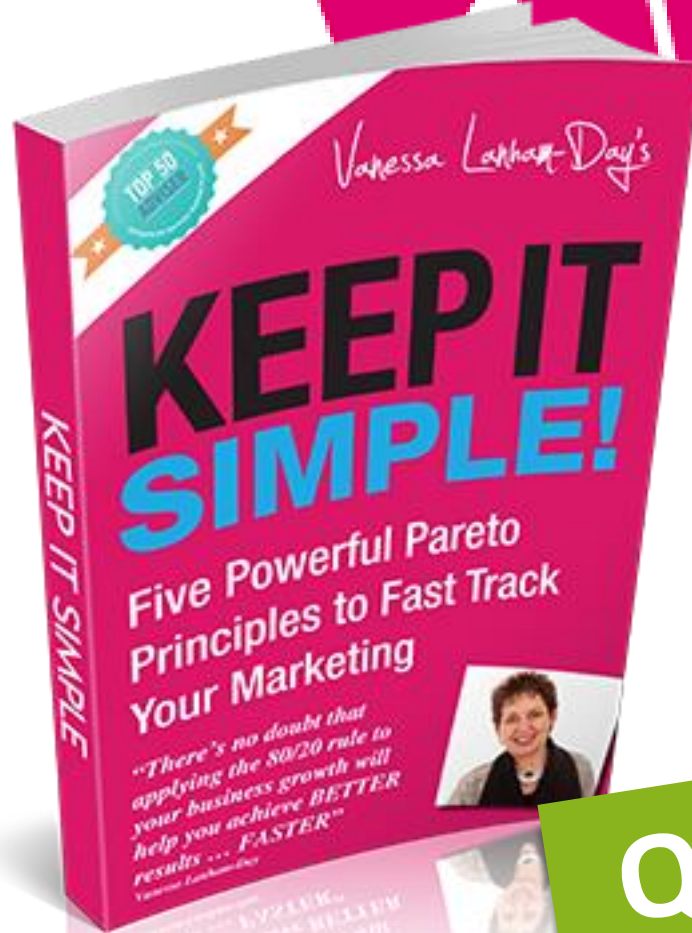
Strategies to help you  
decide much should  
you be charging



The BUTTKicker!!!

... I'm really good at getting people to get sh\*t done!

# Whoosh!



Questions ...

**ONTRACK**  
**MARKETING**

Yet, so many business owners get caught in a 'race to the bottom' with lowest price commodity pricing... why is that?





Head Sh\*t!

Acknowledge the  
unique value small  
businesses bring

**ONTRACK**  
MARKETING

# The marketing mix...

## Product

Marketing is about finding a **STRATEGIC** mix of all four to achieve **OPTIMUM** results for the business

## Promotion

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MARKETING



*In your marketing funnel,  
do you need **1000**  
**customers spending £100?**  
**Or 10 customers spending**  
**£10,000?***

**So what IS the  
right price?**

**How much  
should a pair of  
ladies pants  
cost?**



**M&S - £7 for 5**

**M&S - £15**

**Harrods - £165 for 7**

**Rigby & Peller - £130**



**Customer avatar ...**



**How much  
should a  
bunch of red  
roses cost?**

# Sainsbury's Sweetheart Roses



£2.50

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# Waitrose – Dozen Upper Class Red Roses



£25

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# Interflora – Dramatic Dozen Hand Tied



£52

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# Knightsbridge Flowers



£65

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MARKETING

# Neill Strain Floral Couture Art Super Deluxe 48 Red Roses



£1245

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**How much  
should a flight  
to Singapore  
cost?**





£9,356 v £686

Customer avatar ...



# Avoid becoming A COMMODITY!!

A reasonably priced article of  
**Focus on adding value**  
sold freely as an article of  
commerce.



# Commodity

**M&S - £7 for 5**

**M&S - £15**

**Harrods - £165 for 7**

**Rigby & Peller - £130**

**Value added**





Commodity



Value added



# RYANAIR

THE LOW FARES AIRLINE

Commodity



Value added

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*So, how do you  
go about  
'adding value'?*

# Product value adds...

- Exclusivity / product association
- Limited number
- Premium packaging
- Premium materials
- Premium styling
- Premium delivery



# Consultancy / service package value adds...

- Exclusivity – only ‘x’ people get to work with me this way
- Pre-recorded / prepared bonus content
- Email / telephone support
- 999 call
- Follow up ‘check in’ sessions
- Discovery process
- Follow up notes
- Lifetime access to content
- Facebook group
- Group webinar
- One to one time

Moves away from  
‘price per hour’

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MARKETING

# The marketing mix...

## Product

Marketing is about finding a **STRATEGIC** mix of all four to achieve **OPTIMUM** results for the business

## Promotion

**ONTRACK**  
**MARKETING**

# The Economist

## ORIGINAL Pricing

|                  |               |     |
|------------------|---------------|-----|
| Internet only    | £59 per year  | 68% |
| Internet & print | £125 per year | 32% |

## REVISED Pricing

|                  |               |     |
|------------------|---------------|-----|
| Internet only    | £59 per year  | 16% |
| Print only       | £125 per year | 0%  |
| Internet & print | £125 per year | 84% |

# Package pricing...

£10

£20

£30

£15

£10

£20

£60

£20

£5

£25

£30

£30

MARKETING

# Personal training case study ...

|   |                      |     |        |
|---|----------------------|-----|--------|
| ➡ | One to one           | 1pw | £1,000 |
| ➡ | One to one           | 3pw | £1,500 |
| ➡ | Small group (3)      | 1pw | £300   |
| ➡ | Small group (3)      | 3pw | £399   |
| ➡ | Classes only (12+)   |     | £199   |
| ➡ | Trial offer (SGPT12) |     | £149   |

80%+

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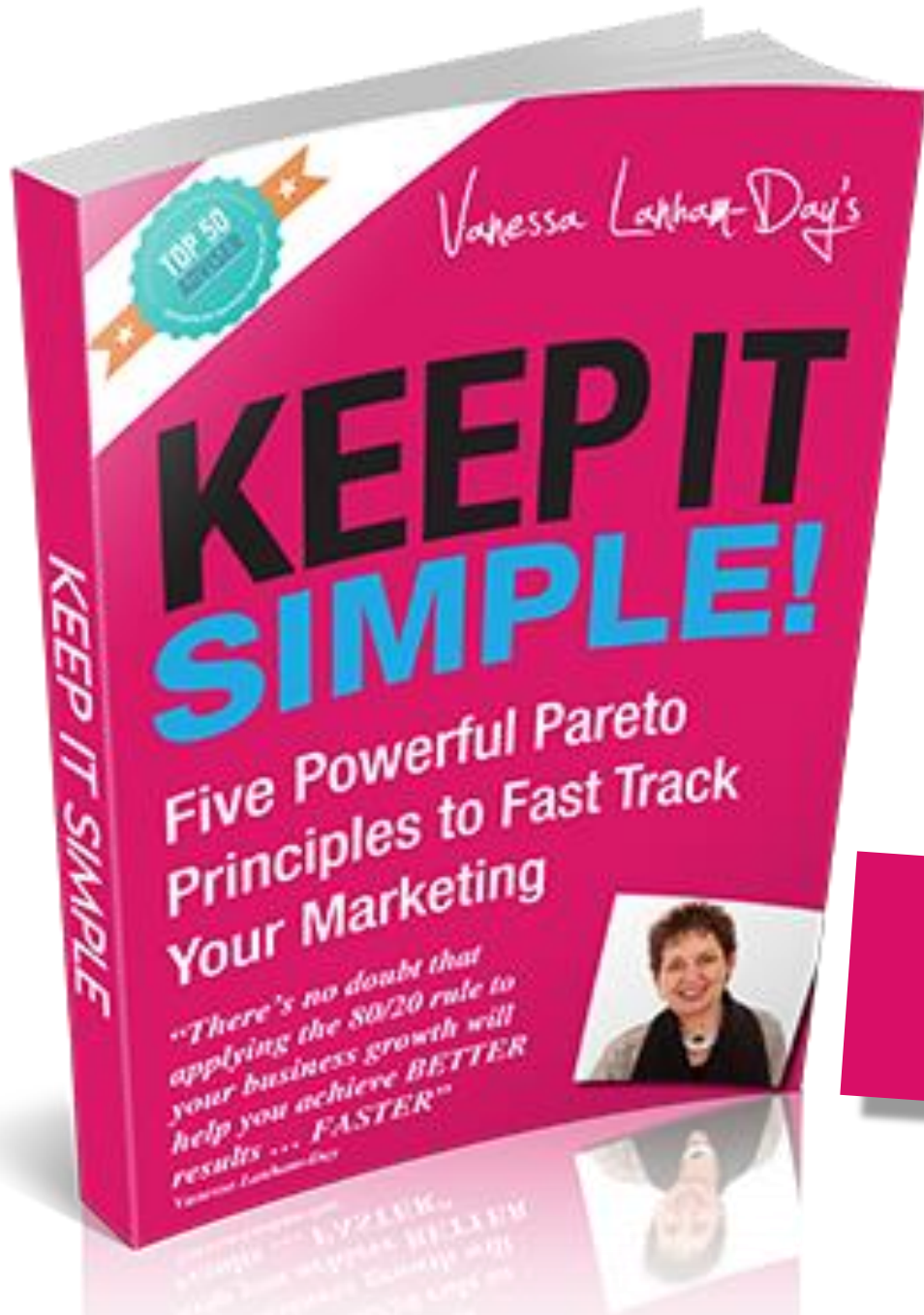
# The marketing mix...

**P**roduct

**P**rice

**P**lace

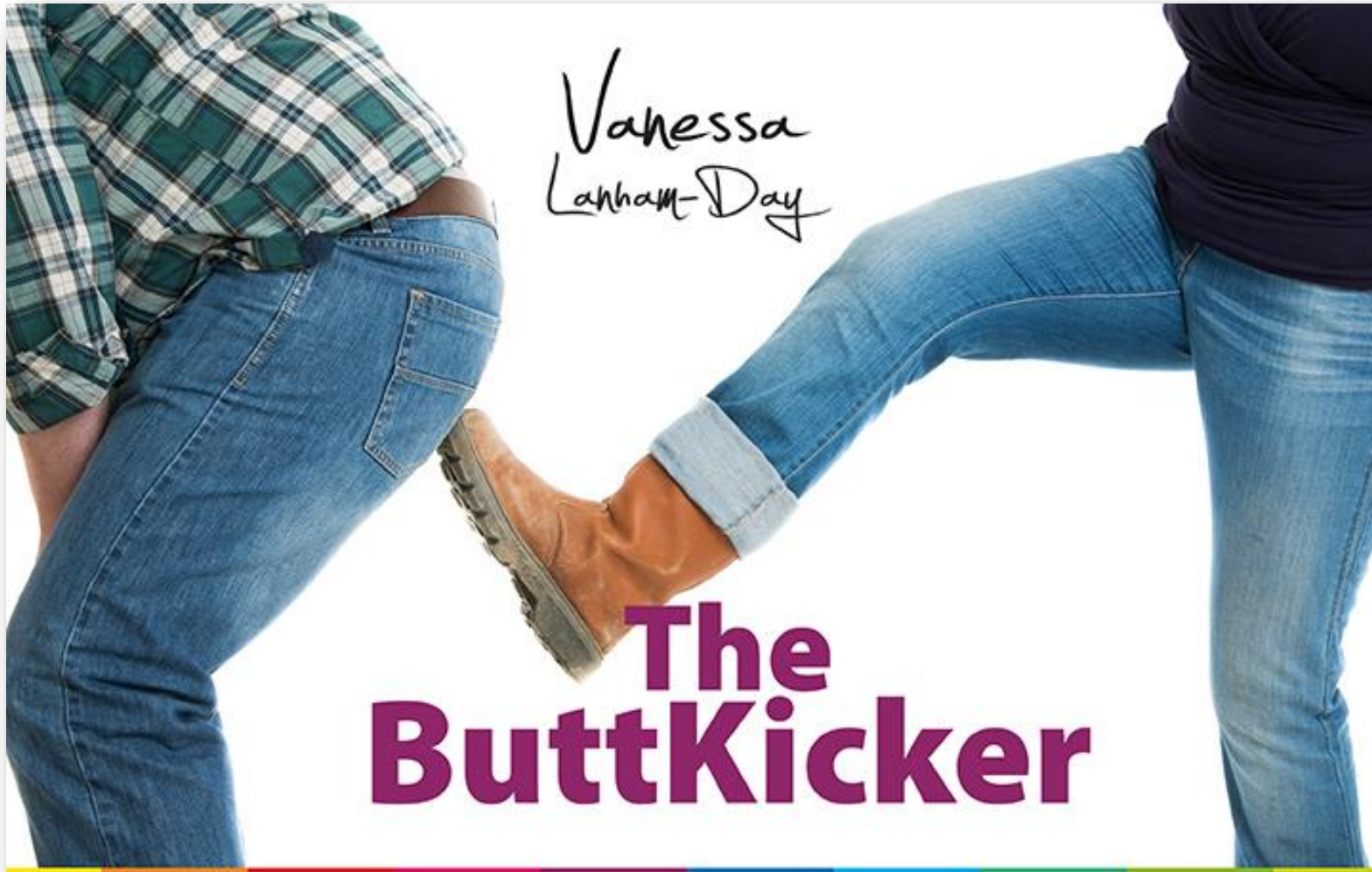
**P**romotion



**Worth £200**

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**ONTRACK**  
**MARKETING**

Action time!

## Pricing. How much should you be charging?



Time to take action!

- Yep, please let me have a copy of your FREE 'Keep It Simple' about how to simplify my marketing

And I understand that I will also receive emails on marketing and business growth advice a couple of times a month.



- I'd like to grab a ButtKicker conversation with Vanessa to discuss taking my business to the next level



- I'd like to talk to Vanessa about something else
- No thanks, I'm all good to go

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Please hand this to me before you leave today

With thanks,

*Vanessa*

ONTRACK  
MARKETING

ONTRACK  
MARKETING

**So, what's your  
pricing strategy?  
And how can you  
add value to your  
products?**

**How much  
should a hair  
cut cost?**

|                 |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|
| Enzorosario     | 45 | 55 | 60 | 65 | 76 | 80 |    |
| Gorgeous        | 46 | 52 | 60 |    |    |    |    |
| Scully & Scully | 42 | 48 | 53 | 56 | 58 | 64 | 66 |
| Studio 1        | 30 | 36 | 40 | 45 | 49 | 56 |    |
| Toni & Guy      | 44 | 49 | 52 | 60 |    |    |    |
| Cutting Room    | 38 | 41 | 45 |    |    |    |    |
| Hairosmith      | 23 |    |    |    |    |    |    |
| The Barber Shop | 19 |    |    |    |    |    |    |

Customer avatar ...

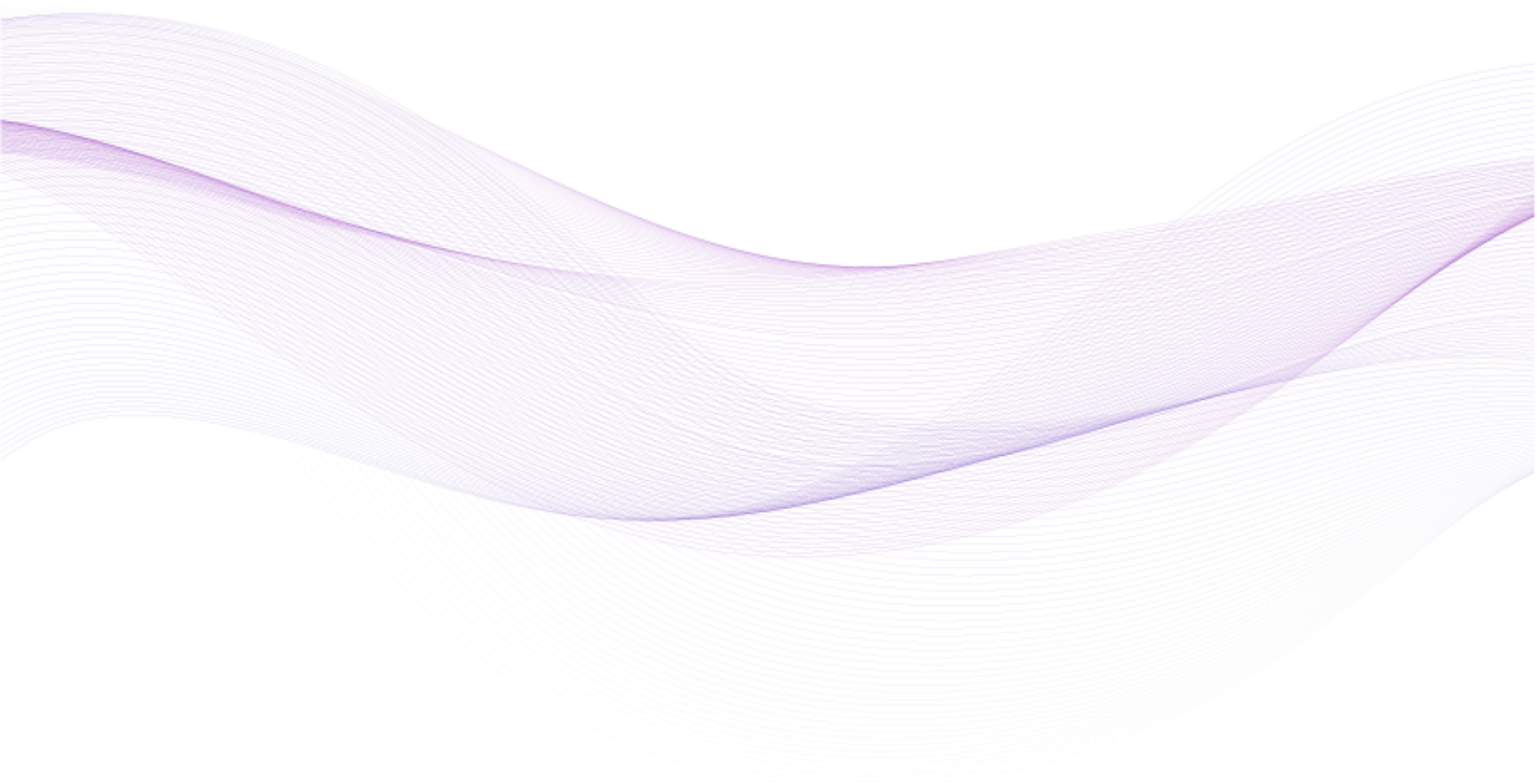
# Commodity

|                 |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|
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Value added



SiGNAL BiZHUB - February 2020  
**Delivering Value**





## Overview

In February we've looked at how your business delivers value, both to your customer and to you as the business owner. In this worksheet we look at the two pieces of key content and pose some questions that will help clarify your thinking regarding what value you deliver and your pricing strategy.

Follow the questions and work through each answer in turn. Be very clear about the answers you give in each section before moving to the next section. Do not use vague, wishy-washy non-specific answers as this exercise is about you finding clarity around the value and pricing you offer.

## 7th February - Stop Selling Yourself Short The Value Proposition or Customer Proposal

In Emma's talk we explored how your Value Proposition explains EXACTLY why your customers should buy from you and what SPECIFIC problems you resolve. If you can identify your value then it becomes much easier pricing your offering as we found out during Vanessa's talk "Is the Price Right?" on the 14th February 2020. Review your business value aka "Value Proposition" using the exercise below.

### What is Your Value Proposition?

1.0) Why should customers buy from you?



1.1) Can you describe your ideal customer(s)?

1.2) What problem(s) does your business solve for your customer?

1.3) What is unique about how your business solves these problems?

1.4) Do your ideal customers know and appreciate that uniqueness?

1.5) What are the negative results if customers do not buy from you?

1.6) What is the time, financial or emotional impact of not buying from you?



1.7) What positive outcome(s) does the customer have if they buy from you?

1.8) How would your customer describe the outcome(s) to someone else?

1.9) Do you have a customer feedback process?

If "no" how can you add one? If "Yes" how can you improve it or use it in your marketing?

## 14th February - Is the Price Right? Are you undervaluing your pricing?

Vanessa's talk "Is the Price Right?" looked at how undervaluing your business products and services will impact the long-term viability and success of your business. We reviewed a "one size fits all" price and how you can improve the profitability of your business. Answer these questions to help you understand where you can improve your pricing.

2.0) What income do you want from your business?

2.1) What turnover do you have to achieve to give you that income?

2.2) How many hours do you have to work per week to reach that turnover?

2.3) What is the average hourly income for your business?

2.4) Do your customers buy from you on:

- Price?
- Quality?
- Service?

2.5) What can you do to improve the perceived quality?

2.6) What can you do to improve the service you deliver?

2.7) If you improved quality and service how much more could you charge?

2.8) In Q2.6) we asked "*What is the time, financial or emotional impact of not buying from you?*" would the customer perceive the outcome as more valuable if you delivered quicker, customized your service or created a unique offer for a higher price? How can you deliver that higher priced offering?





## Conclusion

Developing your business is about finding ways to add value to your customers' experience. From improving your products to creating better customer journeys and great customer service.

To achieve this you will need to answer these questions and really understand who your customer is and what pricing structures work for them. Not all customers will be premium customers but identifying those that are and offering them a better, improved or higher value offering is the way to quickly add income to your bottom line.

Hopefully you can see having a "one price fits all" is one way that business owners prevent themselves from growing their business!

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

**To Book Click Here - <https://www.signalbordon.org/events-training>**