

WEEKLY THEME – PRICING (your message and building trust)

Sell based on the benefits than the features first

YOU COST HOW MUCH!

Famous last words...

Sometimes clients fail to see the value we offer and think it's a quick fix. However, we can educate them to think differently by taking them on a journey. This journey needs to be relatable, understand their needs and identify what problem you can help with today.

Language is powerful and builds trust!

Think about firstly the language on your website, sell based on the outcome, the experience rather than a list of the features first.

Often, we focus on the features of our products, which of course is important, but when it comes to pricing and getting the client onboard features rarely show how you will IMPROVE the client's life.

Think –

How will you improve their lives?

How will you improve their walks?

How will you prevent the neighbour from being bitten?

You're selling on emotions. That's a powerful thing.

It's not because they want a well exercised dog but a dog that doesn't chew the sofa or a dog that is calm and relaxed when they arrive home.

Invite them to imagine the perfect walk, describe this feeling.

You must be able to tell them how you will make things better.

Back this up with testimonials, case studies, evidence that it works, and you've got a winning formula!

