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Pricing Strategies

PRESENTED BY

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Understand your true costs

Knowing your **direct, indirect, and hidden costs** is crucial to confidently set your product's pricing, enabling effective margin layering and value delivery.

Understanding Costs

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Choosing the right pricing model

FIXED PRICING

This model offers clear, straightforward pricing for defined outcomes, making it easy for customers to understand costs and benefits, creating trust and transparency.

TIERED PRICING

By providing packages like good, better, and best, tiered pricing caters to varying customer needs, allowing clients to choose based on their budget and desired level of service.

VALUE-BASED PRICING

Focus on charging for results delivered instead of time spent, value-based pricing aligns customer expectations with your offerings, making sure there’s a fair exchange that emphasises quality and outcomes.

Check the market — but don’t be a copycat

MARKET GRAPH

Price comparisons

COMPARISON CHART

Competitive analysis

BINOCULARS

Market insight

Test, review, and refine

Pricing is a dynamic process that needs continuous testing and evaluation. **Monitor customer responses** to make sure your pricing aligns with their perceptions and market demands.

Want to hear more?

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