

Pricing Confidence

6 ways for happy customers to help you

Setting or changing prices can feel like a daunting task as and it has such a big impact on the health of your business.

Here are some tangible techniques to **gather the evidence** that will underpin your growing confidence in making pricing decisions.

Start with your underlying hypotheses about what customers want and what they value the most*. Speak to customers to **confirm or disprove** all the things you've been assuming about them!

Ask your customers for benefit-led **testimonials and case studies**. Make sure they include specific benefits so your prospective customers can relate to the tangible outcomes on offer.

Share a **mock-up** of the pricing & messaging you are considering with a handful of trusted customers to elicit their feedback.

TOP TIP! Instead of asking "Would you buy this?", try "Who do you think would buy this?" to get a more revealing response.

Understanding **how your customers are using** your product or service can be a strong indicator of the value they're deriving from it. Examine any available data to understand which features customers regularly interact with or ask customers about how they use your outputs.



Help your customers to **measure the value** that your business has delivered. They will be as keen as you are to determine their ROI and this in turn could give you huge reassurance in your pricing strategy. It may even reveal that you're under-pricing given the level of upside being generated.

And remember, happy customers are usually more than willing to write reviews and make **introductions or recommendations** – if you'll do a great job, you'll make them look good!

*Particularly important when pricing completely new innovations or securing your first customers!

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