Pricing Confidence

6 ways for happy customers to help you

Talk to customers through interviews and reach customers with surveys to **gather the evidence** you need to confidently inform pricing decisions and shift internal mindsets towards more to evidence-led thinking.

Here are some tangible techniques to help you get started:

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

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

Ask customers what they would pay at different points: *"At what price would you consider this a bargain - a great value for the money?"* and *"At what point would this be getting expensive but you might still consider it?"*

Talk to prospective customers to understand your relative market position and the role of price in their decision making process.

Explore how your customers use your products or services. Value is subjective and highly contextual so what you offer will mean very different things to different audiences.

Take customer testimonials one step further. Don't just use them for marketing, analyse them to help measure the value your offering delivers and better understand the tangible outcomes experienced by your happiest customers.

Be prepared: This may even reveal that you are underpricing compared to the enormous value customers experience.

TOP TIP! Identify one key segment to start gathering evidence from. Aim to talk to 5 people. Watch for commonalities across their responses before expanding to new audiences.