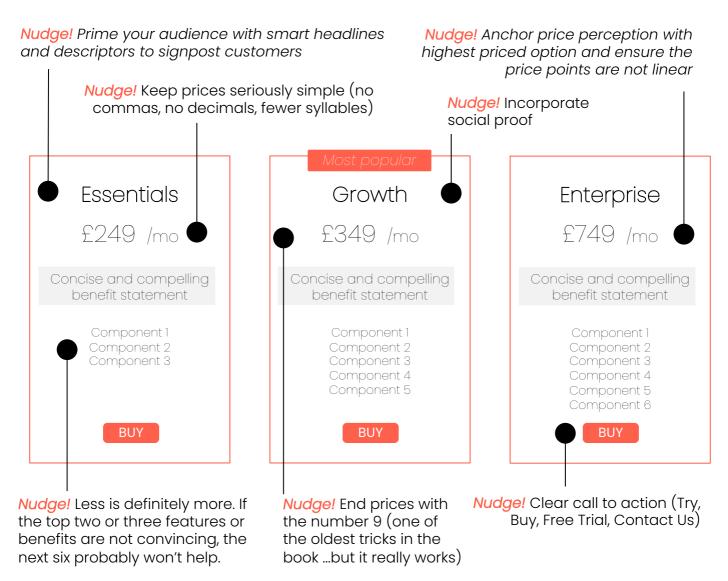
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Pricing Psychology

Design principles for presenting pricing information

Whether you're writing B2B proposals or publishing prices on your website, design your pricing information to steer customers through the decision-making process when you're not in the room. People make purchasing decisions based on both rational and emotional factors. Giving customers all the right cues is surprisingly simple when you employ a handful of psychological 'nudges'.



Top Tip!

CONTEXT MATTERS – expensive products and services require expensive-looking websites and sales materials. **Make sure your pricing is synonymous with your brand**.

