

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'.

Nudge! Prime your audience with smart headlines and descriptors to signpost customers

Nudge! Anchor price perception with highest priced option and ensure the price points are not linear

Nudge! Keep prices seriously simple (no commas, no decimals, fewer syllables)

Nudge! Incorporate social proof

The diagram illustrates three pricing cards in a row, each enclosed in a red border.

- Essentials:** Price £249 /mo. Features: Concise and compelling benefit statement, Component 1, Component 2, Component 3. A red 'BUY' button is at the bottom.
- Growth:** Price £349 /mo. Features: Concise and compelling benefit statement, Component 1, Component 2, Component 3, Component 4, Component 5. A red 'BUY' button is at the bottom. A red banner above the title says 'Most popular'.
- Enterprise:** Price £749 /mo. Features: Concise and compelling benefit statement, Component 1, Component 2, Component 3, Component 4, Component 5, Component 6. A red 'BUY' button is at the bottom.

 Black dots with lines connect the 'Nudge!' text blocks to specific elements on the cards: the top-left dot points to the Essentials title, the top-right dot points to the Growth title, the middle-left dot points to the Growth price, and the bottom-right dot points to the Enterprise 'BUY' button.

Nudge! Less is definitely more. If the top two or three features or benefits are not convincing, the next six probably won't help.

Nudge! End prices with the number 9 (one of the oldest tricks in the book ...but it really works)

Nudge! Clear call to action (Try, Buy, Free Trial, Contact Us)

Top Tip!

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



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