

Pricing Psychology

9 reasons to give *your* customers packaged options



Empower your customers to make **easier, faster decisions**



Attract customers with **different budgets** and different needs



Shift the focus from cost to value by pricing bundled packages rather than the individual components



Influence price perception by anchoring with a very high-priced option



Remove psychological barriers to buying intangible services by productising them into packages



Create the perfect upsell by showcasing an increasing amount of value at different price points



Avoid comparison with your competition and shift customers from a binary “buy/not buy” mindset to “which should I buy”



Accelerate your workflow by reducing the inefficiencies of bespoke delivery



Get on the front foot with negotiation as customers can already see the trade-offs between scope and price

3 steps to designing packaged options

1 3 is the magic number when designing options to offer your customers.

Aim to offer 3 relevant packages (Good-Better-Best), every time.

2 Strip features out of your core offering to create the lowest-priced option.

It should clearly be an inferior offering, at only a slightly lower price.

3 Throw in all the bells and whistles for a much higher-priced option.

Think of how you can really go the extra mile for your customers.

Top Tip!

If it's not possible to add or remove features, consider differentiating with analytics, customer service levels or payment terms. Alternatively, your basic package might be the first phase of a larger project.

