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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Power Your Profits With Price And Perception

By Noel Peebles

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People don't always buy based on the lowest price, but they do like to feel they're getting a good deal. If your aim is to give your customers value for their money... then your asking PRICE should represent the VALUE customers place on your product or service. If the price asked for doesn't feel right, in relation to the value delivered, customers are not going to buy.

If the customer thinks that what you are offering them isn't worth much, then how can you ever hope to charge a high price?

You can't!

The key is to communicate the VALUE message. And, you must communicate it so strongly that the price seems reasonable in relation to the product or service you're offering.

What really matters is your pricing policy and how you communicate price to your potential market. Should you offer a discount? Should you feature the price boldly? Should you introduce the price early in the offer? These are important questions because without realizing ...you may be educating your customers to give price their primary consideration. That may not be your intention, but like it or not, that's what often happens. The customer becomes price sensitive and then ...SURPRISE! SURPRISE! ... a competitor comes along with an even lower price and you lose a customer.

Perception is everything!

A case in point – A week or so ago, I was exploring a suburban shopping center when I decided to get a loaf of bread for lunch. As I walked along the street I came to a supermarket. Then across the road, I spotted a little bakery. So, off I trundled to the bakery, "A wholegrain loaf please." I had committed to buying the loaf just by walking in the door.

Price was not important in my buying decision, something

else was. That 'something else' was perception. Your customers' perception of you can be more important than your price.

Why did I choose the little bakery over the supermarket – perception! I perceived that the quality would be better. But, who's to say that the supermarket didn't have a product equally as good as, if not better than, the little bakery.

So could it be that by focusing too much on price, we set up an expectation of a lack of quality in the customers mind? And could it be that by focusing too much on price, we create the impression that our service might be suspect? Absolutely!

Does it feel right?

It doesn't matter what you charge. It is the customers' perception of your price that matters. If the customer thinks the price is too high in relation to the value delivered for the product or service, then they won't buy. If they think the price is too low, then again they might not buy – because, they may be suspicious of the quality in relation to the price. The price may not feel right.

A customer perception of what is a 'reasonable price' is more important than what you want to charge for your product or service. And the customer decides what's reasonable based on perceived value for money, not price. It's creating this perception of value that tells the customer the price is right.

I'm a firm believer that, in the long term, it's always better to add perceived value to your product rather than reduce your prices.

Customers are smarter these days, have more disposable income and have more choice than ever before. The key to making the sale is to communicate VALUE! Do it so strongly... that the price seems reasonable in relation to the product or service you're offering.

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Noel Peebles offers you his FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires." 100% FREE! Simply send a blank email to: instantsellbusiness@ReportsNetwork.com

ANOTHER 10 QUOTABLE QUOTES TO ADD PUNCH TO YOUR EZINE, NEWSLETTER OR

WEBSITE

By Noel Peebles

1. Opportunities

"In 20 years from now people will look back and wish that they could have started a business, invested money, bought shares or property during the early years of the new century, when there were so many new opportunities."

Noel Peebles, Author "Sell Your Business The Easy Way"

<http://www.instantsellbusiness.com>

2. Marketing And Innovation

"The only purpose of a business is to bring in a customer; and there are really only two ways to do it – through marketing or innovation."

Noel Peebles, Author "Sell Your Business The Easy Way"

<http://www.instantsellbusiness.com>

3. Work

"I haven't worked for years. It's not that I've retired, it's just that I love what I'm doing. My definition of work – anything I'm doing when I'd rather be doing something else."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

4. Work

"Most formal schooling prepares us to work for others. If we are good at following school rules and what the teacher says, then we will probably do okay in the job world too."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

5. Price Perception (a)

"The key to making the sale is to communicate VALUE! Do it so strongly...

that the price seems reasonable in relation to the product or service you're offering."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

6. Price Perception (b)

"A customer perception of what is a 'reasonable price' is more important than what you want to charge for your product or service. And the customer decides what's reasonable based on perceived value for money, not price. It's creating this perception of value that tells the customer – the price is right."

Noel Peebles, Author "Sell Your Business The Easy Way"
<http://www.instantsellbusiness.com>

7. Price Perception (c)

"It's what the customers thinks about your price that matters. If the customer thinks the price is too high in relation to the value delivered, then they won't buy. If they think the price is too low, then they may be suspicious of the quality in relation to the price. The price must feel right."

Noel Peebles, Author "Sell Your Business The Easy Way"

<http://www.instantsellbusiness.com>

8. Entrepreneur

"Working for someone else is nothing like being an entrepreneur and the boss of your own business. To become an entrepreneur requires a different plan or map. You'll be taking a different road, to a different destination."

Noel Peebles, Author "Sell Your Business The Easy Way"

<http://www.instantsellbusiness.com>

9. Plans/Strategies/Goals

"Listen carefully to what people have to say and make a judgment based on your plans, your strategies and your goals. If you occasionally have to say no to people... then so be it. If you have to alienate some people, because they don't personally agree with your actions... then so be it."

Noel Peebles, Author "Sell Your Business The Easy Way"

<http://www.instantsellbusiness.com>

10. Opportunity

"People in the future will look back and envy what was truly, 'The Golden Age Of Opportunity.' How fortunate we are to be HERE! NOW!"

Noel Peebles, Author "Sell Your Business The Easy Way" <http://www.instantsellbusiness.com>

ANOTHER 10 QUOTABLE QUOTES TO ADD PUNCH TO YOUR EZINE, NEWSLETTER OR WEBSITE

You Don't Have To Be An Ebay Power Seller To Make Money

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Ten Tall Tales of Traditional Marketing #4

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HIV/Aids Healed by the Power of God

Making money at online auctions

The Power Of Laughter

Power Profits Autoresponder Course



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