

How To Raise Prices & Sell More In Any Economy

Every time you offer your product or service for sale to a prospect or customer, their mind goes through a 'value' analysis.

Value: the worth of a thing in money or goods; that quality of a thing that which makes it more or less desirable (Webster's New World Dictionary)

To raise prices and sell more, you have to enhance your "value" position ... so, your prospects and customers can justify the purchase and purchase from you rather than your competitors.

The "value" position of your product or service includes the following parts:

- Your product or service
- Availability and delivery method
- Selection options
- Quality
- Pricing
- Convenience
- Bonuses
- Terms
- Any warranty
- Your policies
- Your guarantee or risk reversal proposition
- Your reputation
- Your customer support
- Perceived value and status elements
- Ownership experience

Use the above list with your product or service and list out your "value" position for each item. In addition, create your "value" position against the competition.

>>> Look at each part of your "value" position to see what financial value (dollar amount) you can assign to each part. Then, make sure to tell/show your prospects and customers the total "value" of your product or service.

Your "value" position must be part of any offer to your prospects and customers! Your "value" position can be offered in-person, in a sales letter, through marketing materials or online.