

If you are worried the price rise will impact the volume of work, you may be comforted by the safety net provided by step 3, the Sales & Marketing Plan.

But I don't think you will need a safety net because customers are not as price sensitive as business owners believe them to be. My evidence in support of this belief **is delivered in the Pricing for Profit** module, where you learn 8 key lessons about pricing:

<p>1. Most customers base their purchasing decision on things other than price . The course provides compelling evidence in support of this proposition..</p>	<p>5. Discover some customers volunteer to pay a higher price. This is the #1 most popular profit building lesson I have delivered across 32 years in practice. If you have a one price fits all policy you are missing out on thousands of dollars in lost profit every month!</p>
<p>2. Find the real reason why customers ask “How much do you charge?” and how you should respond.</p>	<p>6. Learn how to keep price sensitive customers on your books but on terms better suited to you.</p>
<p>3. Learn how to calculate the number of ultra price sensitive customers you can afford to lose after a price rise, and be no worse off, because the customers staying pay more.</p>	<p>7. Learn how to steal valuable pricing strategies from the best marketing minds in the world, simply by reading your junk mail, and doing the weekly grocery shopping.</p>
<p>4. Reinforce what you know to be true: you should focus on good customers and sack the rascals; let them go to a competitor and mess with their business.</p>	<p>8. Understand the psychology of buying from a business to business and business to customer perspective.</p>