

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:

1. Most customers base their purchasing decision on things other than price . The course provides compelling evidence in support of this proposition..	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!
2. Find the real reason why customers ask “How much do you charge?” and how you should respond.	6. Learn how to keep price sensitive customers on your books but on terms better suited to you.
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.	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.
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.	8. Understand the psychology of buying from a business to business and business to customer perspective.