



# **Universal Law #1 Pricing**

## **Module Nine: Pricing FAQ**

**Should I Use a Loss Leader?**

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**Should I Worry About the Competition's Pricing**

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**How do I know I've priced myself out of the market?**

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**How should I price this?**

Your trade might present a unique service or option that you're trying to price, such as:

- **IAQ**

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- **Drain Cleaning**

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- Other “non-standard” items that are not covered in SFPG

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**Can I recoup for miscellaneous materials or increased fuel costs?**

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**How should I market tune-ups or inspections?**

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**How should I handle discounts and financing buy downs on replacement sales?**

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A reduced commission schedule could be as follows:

- Sale with 5% Efficiency Bonus      9% Commission (7% if Basic system)
- Additional 5% Discount            8.5% Commission (6.5% if Basic)
- Another 5% Discount               7.7% Commission (5% if Basic)

**Should I offer coupons?**

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- *Factor in the difference between \_\_\_\_\_ and \_\_\_\_\_ price*
- *Remember Coupon \_\_\_\_\_*

**How should I handle a price objection in the home?**

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**How should I handle price concerns after the call?**

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**How Often Should I Revisit My Prices?**

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Regardless of whether you change your prices or not, you should review them about every \_\_\_\_\_ months.

Higher prices \_\_\_\_\_ solve poor operations or bad financial decisions when it comes to the health of your company.