



Universal Law #1 Pricing

Module Ten: Achieving Pricing Success

How do you know if your price changes are working?

- Your gross margin should _____

- Your net profit should _____

Key Performance Indicators

Revenue

Average Ticket

Closing Percentage

Call Conversion Percentage

Customer Price Concerns

Job Costing

On the service side:

- Analyze one out of every _____ jobs to ensure you're priced right
- At a **minimum**, analyze one out of every _____ jobs.

On the replacement side:

- Analyze _____ job
- At a minimum, you should analyze one out of every _____ jobs.

Invoice auditing

Another way you can determine if your new prices are delivering the results you intended is to review and audit the _____ your technicians complete on jobs.

Examine the work that your team performed at each home to determine if the amount of time and materials used on that job are in line with the time and materials allocated by your pricing. Also, you should determine if the revenue charged and collected on the call is in line with the revenue your new prices should generate.

Once your pricing is correct on the invoices, simply verify that it is entered and carried through correctly in your accounting entries.

The Illusion of Pricing Success

Remember, you can't win if you're not priced right, but you can still lose even if you are priced right if you're not also operationally excellent.

To avoid the illusion and achieve true success, constantly work on your operational excellence and constantly review your prices.

Be Profit Wise

And the final ingredient in this Universal Law of Success is the _____ of you, the owner.

Download the Owner Commitment form, and make the commitment to transforming your pricing and your results! Then, download the Team Member Commitment form to get your team on board with changing your future!

Congratulations on your wise decision to price for success! You're on your way to a more profitable company and a brighter future.

Your Success Starts With You!