



Universal Law #1 Pricing

Module Two: Who Are You?

As a business owner, pricing is a _____ about who you are going to be, and that decision is the first step to running a _____ company.

What choice have you made in your company?

Do you provide the level of value and experience that allows you to charge \$_____ or are you trying to compete on price and only receiving \$_____ for your services?

Decide Who You Want to Be

What type of customer do you want to attract to your business?

- Do you want those looking for the best service
- Do you want those looking for the lowest price
- Do you want those looking for something in between?

How do you want your company to be perceived by homeowners in your market? What level of _____ do you want to provide and what type of company do you want to build?

Those decisions have a direct effect on your _____ strategy.

If you're going to offer a higher level of service, your prices should be _____.

Can You Live That Image?

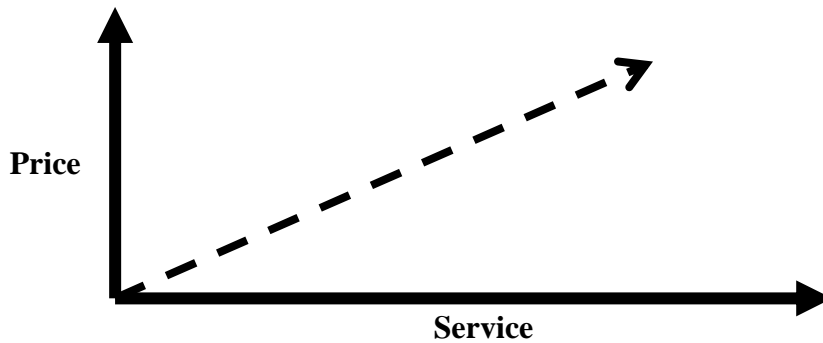
Building a prestigious and professional company costs _____.

Therefore, you need _____ prices.

Building that perception starts by implementing the concepts of Immediate Impact Imaging such as:

- Wearing a shoe covers when you enter the home so you don't bring dirt into the client's home
- Driving up to the client's home in a professional looking, clean vehicle
- Not swearing in the client's home
- Practicing good personal grooming habits like shaving and showering
- Wearing a clean uniform shirt when you enter the client's home

Where Do You Stand?



The Danger of Being the “Low Cost Provider”

The _____ and _____ of your team are what will set you apart from the competition.

That’s why most successful contractors find their best opportunity as the service _____ and _____ provider in their market.

Retailers can:

- Get by with _____ skill labor so they don’t have to invest in training
- Hire _____ wage workers to keep labor costs down
- Keep workers as part time employees with little to no benefits
- Have an _____ workforce to bring in more people on a whim when demand picks up and send them home the minute demand goes down
- Negotiate huge price concessions due to the millions of dollars they spend on purchasing
- Operate and benefit from elaborate distribution chains
- Take advantage of favorable payment terms

By contrast, contractors are required to:

- Hire _____ workers and continually provide training to keep their skills at the highest level
- Pay competitive wages or better to attract the best talent in the area
- Provide _____ to keep the best employees
- Keep their staff on the payroll even if they have a slow day
- Pay the best prices they can get even though they are normally far above the prices the retailers will pay

- Depend on their technicians to generate revenue, not an elaborate distribution chain

If you're losing money on one call, a greater volume only gives you more opportunities to _____ money.

In fact, the only contractor with a chance of surviving as the low cost provider is the contractor working out of his _____. But often, these business owners aren't running a real business.

The Three Pricing Profiles

Which of these profiles fits you today?

Hunter

Salt of the Earth
