

Value Logic Solutions

# VALUE BASED PRICING STRATEGY:

THE SMART CHOICE FOR  
BUSINESS OWNERS LIKE YOU



Your immediate pay increase!

(206) 979 2553

[www.valuelogicsolutions.com](http://www.valuelogicsolutions.com)

# VALUE BASED PRICING INCREASES PROFITS

Value Based Pricing analyzes how much your customers value your product or service and prices them accordingly. Use our process to increase your profits on valued services and products!



# THE VALUE OF YOUR PRODUCT SHOULD BE GREATER THAN THE PRICE

Whether you're young or old, experienced or just starting out, Value Based Pricing can help you grow your business. Using our innovative process, clients typically increase their prices 2 to 4 times, resulting in greater profits!



1

## SELECT A PRODUCT OR SERVICE

If you have multiple products or services with different prices, choose one of them to apply our strategy. If you need help choosing a product or service, contact us. We are happy to help you decide where to start.



2

## REVIEW YOUR PRICING HISTORY



Evaluate the past prices and price increases of your chosen product or service. What patterns do you see and what do they tell you?

3

## COMPARE CLOSING RATES

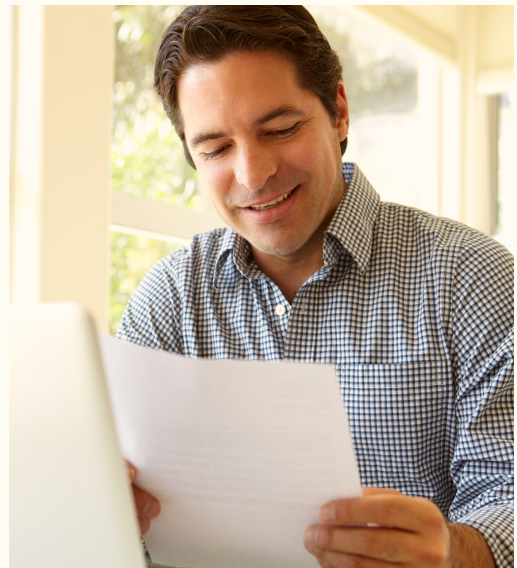


Collect data on the sales closing rates for your long-standing customers. Then compare those numbers to the rates of your newer clients.

4

## PICK A NEW PRICE

Based on these data, decide how much to adjust your price to your new clients. We suggest at least 10% increase.



5

## RETAIN CURRENT CUSTOMERS

Talk with your current customers about your new price increases. Give them the chance to buy the product or service at the current price for up to 3 months to encourage retention.



6

## IMPLEMENT PRICE INCREASE



Implement the price increase and record any changes in your client base or closing rates.

7

## ANALYZE THE DATA



Analyze the data to determine the potential for incremental price increases over time.

8

## PERIODIC PRICE CHECK-INS

Repeat steps 4-7 as needed until the price for your product or service matches your customer's perceived value.



9

## INCREASE PERCEIVED VALUE

Use digital content marketing to increase the perceived value of your product or service over time.



10

## APPLY WHAT YOU'VE LEARNED



Apply what you've learned and repeat steps 4-9 to increase the perceived value for your other products or services.

For more info about Value Logic Solutions & digital marketing services [click here to visit our website.](#)

## BOND ASTER

President  
& CEO

"Clients are always amazed when the results of working with us to optimize their pricing exceeds their expectations."

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**Bond Aster has helped hundreds of companies worldwide to increase their profits and achieve their business goals. For over 30 years, he has worked collaboratively with CEOs and small business owners to improve their sales and marketing, refine financial strategies, and strengthen operations and personal management systems.**

[Click here to make an appointment with Bond](#)