

Startup Success

PRICE IT
RIGHT

Startup Success

MODULE 4 // Product Selection

Price It Right

What results does your product/service create for your customer?

- _____
- _____
- _____

Does this result MAKE your customer money? YES NO
If so, how much? \$ _____

Does this result SAVE your customer money? YES NO
If so, how much? \$ _____

Does this result save your customer TIME? YES NO
If so, how much? _____ hrs / _____

How much is that time worth to them? (*i.e. what else would they likely want to spend that time doing?*)

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Price It Right

How much money is the result that your product creates worth to your customer? ~ \$ _____

Why?

How much does your competition charge for offerings that create similar results?

\$ _____ to \$ _____

How can you offer BETTER results than your competition?

- _____
- _____
- _____
- _____

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Price It Right

What enables your "premium priced" competition to be able to charge what they do?

Name recognition? Superior product? Excellent qualifications?

What can you do to position your brand as the premium option?

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