

**THE INTIMACIES**  
**OF PRICING YOUR**  
**CUSTOMER**

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**FATCAT**

**FEELINGS**

**AUTHENTICITY**

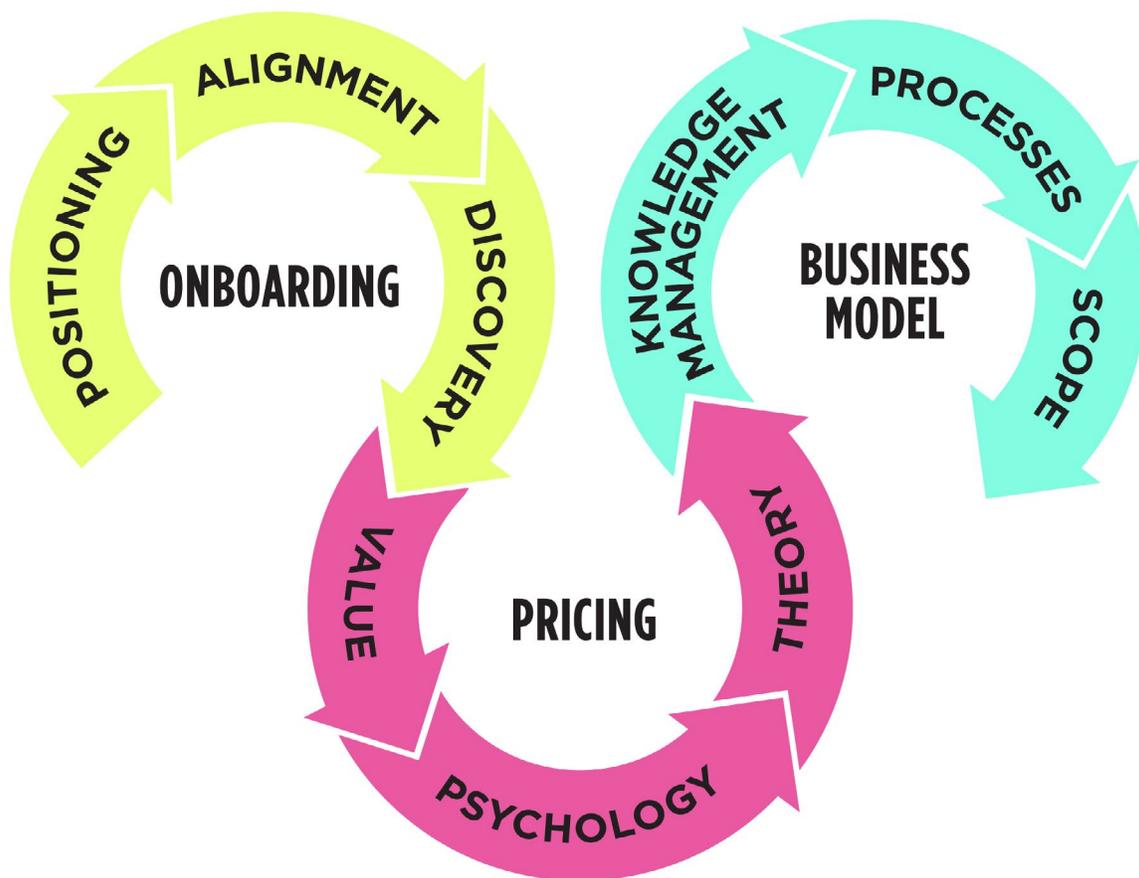
**TRUST**

**COMMITMENT**

**AUTHORITY**

**TRANSFORMATION**

# HOLISTIC PRICING



SEEKING  
BELIEVERS

PRICING  
BELIEVERS

SERVING  
BELIEVERS

# SEEKING Believers

A. **Onboarding** - Definition: the process of identifying the

\_\_\_\_\_ customer (\_\_\_\_\_), aligning them with your firm's \_\_\_\_\_, seeking discovery of what they need, and properly \_\_\_\_\_ them to be priced.

Onboarding beliefs:

- a. you don't \_\_\_\_\_ who the believers are
- b. you don't know what the client really \_\_\_\_\_
- c. the client doesn't really know what they \_\_\_\_\_
- d. they have to be \_\_\_\_\_ to be priced (an intimate act)

B. **Positioning** - Definition: the \_\_\_\_\_ statements (and explanations) of your company's differentiation, clearly communicated so as to draw the \_\_\_\_\_ customer (and only the right customer) to your company.

*This is the first step on the road to proper onboarding.*

Positioning beliefs:

- a. you can't position \_\_\_\_\_

# SEEKING Believers

b. you must be so clear that potential customers can \_\_\_\_\_  
and/or \_\_\_\_\_ with your positioning statements

c. what you are good at providing for you customers is  
\_\_\_\_\_ what you are good at provid-  
ing for \_\_\_\_\_

d. you can position with your \_\_\_\_\_,  
or \_\_\_\_\_

C. **Alignment** - Definition: the \_\_\_\_\_ of company  
\_\_\_\_\_ and customer \_\_\_\_\_ centered  
around the what, who or how of the company

*This is the second step on the road to proper onboarding.*

Alignment beliefs:

a. proper alignment activities will \_\_\_\_\_ and  
\_\_\_\_\_ customers

b. \_\_\_\_\_ is not the same thing as \_\_\_\_\_

c. creative companies often don't know what they are \_\_\_\_\_,

# SEEKING Believers

thus struggle to '\_\_\_\_\_'

d. customers of creative companies often don't know what they are

\_\_\_\_\_, thus struggle to '\_\_\_\_\_'

D. **Discovery** - Definition: the \_\_\_\_\_ of customer needs through creative discussions, activities and strategy applications resulting in an agreed-upon description of the what, who or how of the work to be done.

This is the third step on the road to proper onboarding.

Discovery beliefs:

a. prescription without diagnosis is \_\_\_\_\_

b. seek the right \_\_\_\_\_, not the right \_\_\_\_\_

c. co-creation during discovery leads to \_\_\_\_\_

d. the deliverable is \_\_\_\_\_

# PRICING Believers

A. **Pricing** - Definition: the process of identifying the mutually agreed upon

\_\_\_\_\_ of value for the customer, and \_\_\_\_\_

of value for the company.

Pricing beliefs:

a. pricing is not \_\_\_\_\_

b. pricing happens \_\_\_\_\_ a service begins

c. there is no ' \_\_\_\_\_ '

d. pricing is a \_\_\_\_\_

B. **Value** - Definition: the economic recognition of company services

\_\_\_\_\_, and customer results \_\_\_\_\_.

*This is the first step on the road to proper pricing.*

Value beliefs:

a. value is \_\_\_\_\_

b. value can be \_\_\_\_\_

c. value must be \_\_\_\_\_ before it can

be \_\_\_\_\_

# **PRICING** Believers

d. value must be \_\_\_\_\_ before it can  
be \_\_\_\_\_

C. **Psychology** - Definition: the strategy of dealing with human \_\_\_\_\_  
in pricing decisions.

*This is the second step on the road to proper pricing.*

Psychology beliefs:

a. humans are not \_\_\_\_\_

b. we take our \_\_\_\_\_ money rationale into our discussions  
with our customers

c. recognize price \_\_\_\_\_ - a service needed is always  
worth more than a service delivered

d. recognize price \_\_\_\_\_ - pricing should always be cou-  
pled with educating

# **PRICING** Believers

D. **Theory** - Definition: the techniques used to create and communicate a price for \_\_\_\_\_ services.

*This is the third step on the road to proper pricing.*

Ten techniques:

1. Value Conversation
2. Three Options
3. Choice
4. Anchoring
5. Context
6. Bundling
7. Offer guarantees
8. Know your costs
9. Present in person
10. Simplify (one page)

# ***SERVING*** Believers

A. Business Model

B. Knowledge Management

C. Processes

D. Scope



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