

# STRATEGIES FOR MOVING FROM TIME TO VALUE-BASED PRICING

Implementing a value-based pricing model into your business is one of the surest ways to safeguard, grow and scale. For many, this can require a mindset shift. Time-based pricing communicated that your value is limited to the hours you work and is not a true reflection of what you offer.

## 1. MAKING THE SHIFT

Are you confident in your offering? Can you demonstrate the positive measurable outcomes your clients should expect? If you're confident in this, you can comfortably make the shift into value-based pricing. Follow these steps to successful implementation of your new pricing model:

## 2. KNOW YOUR VALUE

Being able to communicate the benefits of working with you is paramount. Get clear on your value so that when questioned by the client, you have responses and reasons at hand to demonstrate why your costs are what they are. Consider writing some pricing scripts for tough questions and reluctant prospects. Then try practicing this with a friend or colleague until this becomes natural for you.

## 3. CLARIFY YOUR CLIENTS' EXPECTATIONS

Depending on the sector your business operates in, your clients may not be used to working with value-based pricing. But here's the key: people only care about results. Whether those same results take 20 hours or 12 hours to deliver is immaterial to them. Make sure you spend time at the beginning of your agreement to pinpoint their needs and create a plan to solve their problems in clear, measurable ways. Spend the time to consider the scope of the project and clearly communicate what you will offer and for how much.

## 4. CONSIDER BUNDLING PACKAGES

Packages for your service are attractive because they can provide multiple benefits and 'bonus' outcomes that your client may not have expected. You get to control what's included and the client feels satisfied that they're receiving more.

## 5. WORK SMARTER, NOT LONGER

When you control your timings you start to become masterful at what you do. The incentive for padding out hours or doing things the way you always have disappears and you start to become more strategic about how you will deliver results. Use the time to innovate and focus.

## 6. MASTER YOUR INNER FOCUS

Usually clients gravitate to where your inner attention is. Hence, if you're focussed on their results, they will gravitate there. If you focus on your pricing, they will be forced to look there and then question your value and time equation. Hence, keep your attention spotlight focussed on their goals and results and it will end up as a 'win-win' outcome.



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I would love to hear how these tips might have been helpful to you. If you have questions about this or would like assistance with your business growth, contact me for a free 30 minute strategy session at [debbie@debbiezita.com](mailto:debbie@debbiezita.com) or call 1300 699 043.