HOW TO TEST YOUR PRICE

Worksheets, updates and comments available online:

Problems it Solves

1. What's your optimal price?

This chapter will show you **how** to find your optimal price point.

2. How to run price tests without losing customers

You'll learn how to charge different customers different prices without upsetting anyone.

3. Provide enterprise negotiating strategies

How do you get the optimal price in enterprise sales when you're not sure of the client's budget?

Pick a Path

The first thing you will need to decide is if you will use **standardized** pricing for everyone, or **customized** pricing for the individual.

