

[illegible]

CURRENCY LADDER

1 Victory Currency _____

CURRENCY EXPERIMENT

1 CURRENCY

2 TIME BOX

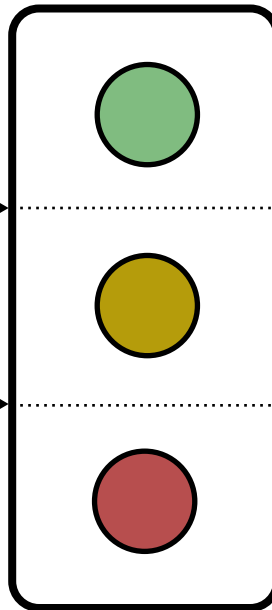
Start: End:

3 SUCCESS METRIC STOPLIGHT

Metric:

Success:

Failure:



Proceed:

Optimize:

Failure Protocol

FAILURE PROTOCOL

4 Reflect

5 Relate

Failure Friend #1:

Failure Friend #2:

6 Re-Declare Victory

I will declare victory when I achieve:

.....
number things

& will feel

7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step:

SOLUTION INTERVIEWS

STANDARDIZED SOLUTION CHECKLIST

- 1 CUSTOMER:**
- 2 CHANNEL:**
- 3 INTERVIEW OFFER:**
- 4 SCREEN SHARING SOLUTION:**
- 5 INTERVIEW WARM-UP:**
- 6 “IMAGINE YOU JUST”**
- 7 CURRENCY LADDER:**

CUSTOMIZED SOLUTION CHECKLIST

PROBLEM

PROPOSAL

HOW TO PRESELL ANYTHING

1 WHAT CURRENCY?

2 HOW MUCH?

3 HOW WILL YOU ASK?

4 YOUR ASK

Write or draw your ask

5 HEROIC RECOVERY PLAN

1 - 3 steps that will help your customers solve their problem

SCIENCE OF PRICING

1 CUSTOMER

2 PROBLEM

3 Anchors	Low	High

4 CROSS OUT THE COLUMN

5 CIRCLE 2 MOST COMPARABLE

6 PICK A PRICE BETWEEN THEM:

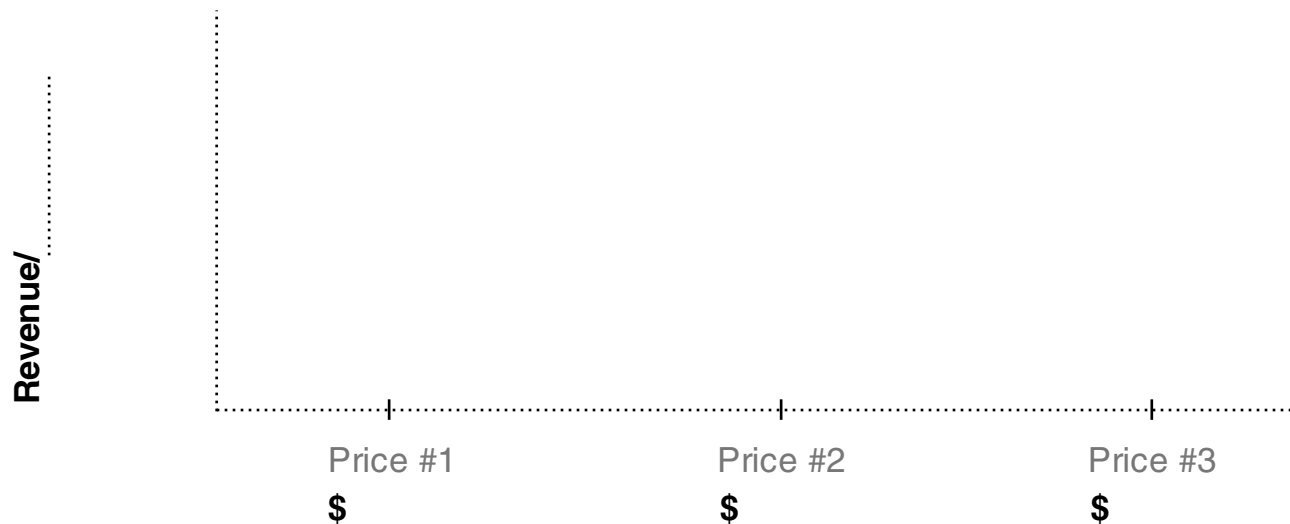
7 DOUBLE #6:

8 DOUBLE #7:

PRICE TESTING

STANDARDIZED PRICING

A/B PRICE TESTING



CUSTOMIZED PRICING

T-SHIRT PRICING

Budget \$

SMALL

75% - \$

Offer:

MEDIUM

100% - \$

Offer:

LARGE

125% - \$

Offer:

LIMIT TESTING

CORE

\$

Offer:

SUPPLEMENT

\$

Offer: