



THE PRICING PARADOX

- This applies whether you are a start-up or a well established business, especially in lower-margin and very competitive industries
- Its all about risk:
 - If prices too high you may push customers away
 - If prices are too low then you eat into profits
- This “paradox” can drive many businesses to discounting
- This risk can be eliminated or at least reduced by gathering better information

THE BIGGEST CHALLENGE FOR ANY BUSINESS IS PRICING



REMEMBER

There are no secrets in business, there is just information you don't know yet. Pricing is all about getting as much information as you can about your market, your customers and your own internal numbers that drive your profit.