

The Pricing Matrix

To sell with confidence, you need to have your new numbers clear in your mind first. Use this matrix to flesh out your prices.

		Possible Incentives				
		Core Price	Installments	Up-Front	Fast Action	Referrals
			How many payments and how much per payment?	what incentive are you giving for paying up-front?	What incentive are you giving to buy within a certain time frame?	What incentive are you giving for a referral who buys?
Done For You						