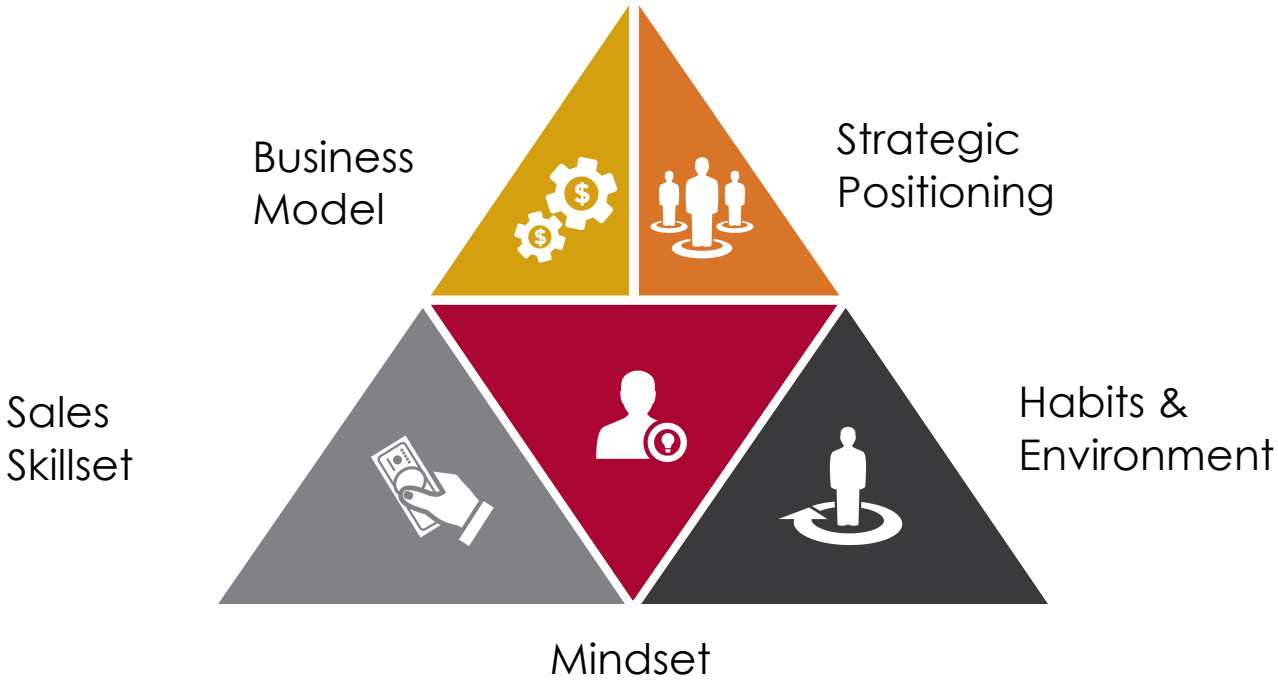
ALIGNEDACTION

SEIZE YOUR OPPORTUNITY

Strategic Pricing Framework:
Five Keys to Pricing with Clarity and Confidence



For your pricing strategy to be most effective, you must be clear and confident in five key areas:

1. Business Model: How does my business make money?
2. Strategic Positioning: Where/how does my business add the most value?
3. Sales Skillset: How do I show up in the sales process?
4. Habits and Environment: How do I organize and use my time?
5. Mindset: Who am I? How do I make decisions and take action?

You may have many questions about your pricing strategy:

1. Should I change my pricing?
2. What should I change my pricing to?
3. How do I implement a new pricing strategy?
4. How do I build the skillset and mindset within my business to support higher pricing, sales conversion, effective delivery, and profitability?

If you are unclear in any of these areas, you are missing opportunities to grow your business. Contact us immediately to request a Strategic Pricing Evaluation. Email us at ron@alignedaction.com or call 919-964-0236 to get started.