

PACKAGED PRICING EXERCISE

INTRODUCTION

The basic concept of the Packaged Pricing strategy is twofold:

1. It standardizes your pricing which makes you more confident and prepared when it comes time to actually have the money conversation with a potential client
2. It puts your potential client into fear of loss decision making rather than bargaining decision making - this means your potential client will be more focused on determining what level of service they need from you as opposed to how to get you for the best possible price

When you give someone three packages like this, consumer psychology tends to believe that the average person will select the middle package. This isn't always true, but it's what we bet on when we put a strategy like this together.

RESOURCES

[SpeakerFlow Sales Script Guide](#)

This PDF gives you several scripts for having sales conversations with your potential clients. The last half of the PDF also lists out a ton of value-adds that you can include in your packages.

[David Newman on the Technically Speaking Podcast - "Why You're Not Getting The Fees You Deserve"](#)

David is a genius as it relates to closing deals as an expert-business owner. In this podcast (#2 of all Technically Speaking episodes) he shares three reasons why speakers tend to not get the fees they deserve. Listen to avoid these mistakes.

CREATE YOUR PACKAGES

Start by reviewing the resources above. Seriously. The context you'll get there will influence everything you put down in the rest of this exercise.

Then, imagine a perfect world, where you can perfectly combine every single value-add you have available into a massive, extremely valuable package.

What would that package include?

List all of it out. We're talking 20+ bullet points here. Reference the Sales Scripts Guide if you need ideas around value-adds you can include.

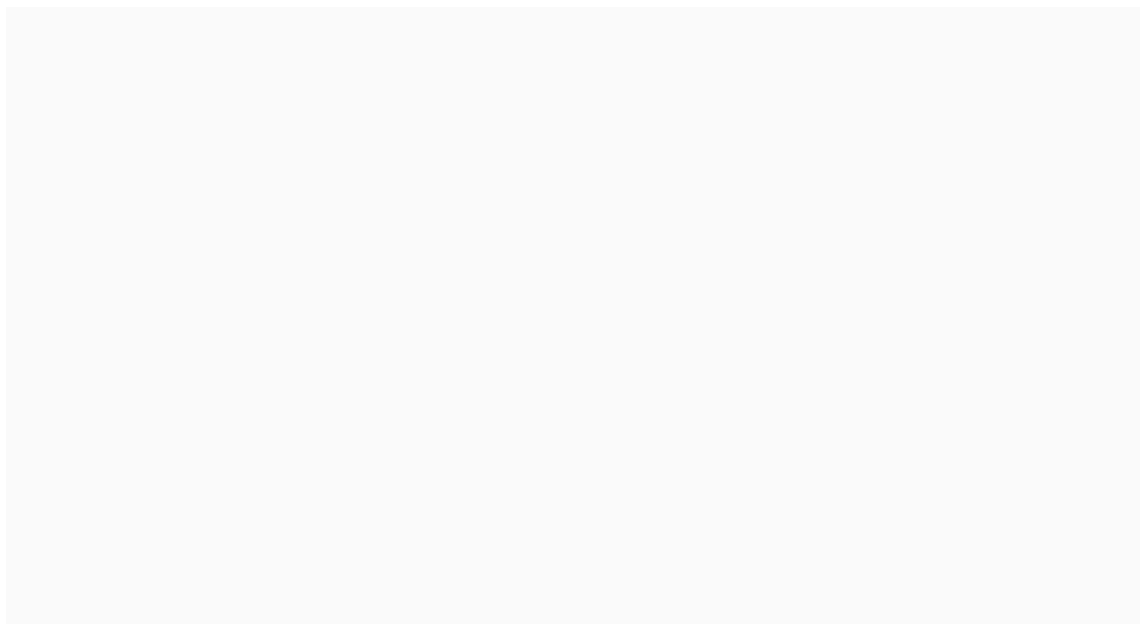


Now, review that list and cut out all but 10-15 of the best line-items you have to offer.



You now have your high-end offer.

Now, take 30% of the options and remove them from the list. Remove the ones that are higher-effort and lower-impact than other things in the list first. Beyond that, go with your instinct and we can always adjust later on if something isn't working.



Now do it again.



Now you have your middle and lower-tier packages, respectively.



PRICING

The price that you select is ultimately determined by how confident you are. This is a value-based industry and you're the only person who can decide what you're worth.

That said, there are patterns that you can fall back on if you're coming up empty-handed.

Typically a large-scale keynote speaker will be at around \$10k on the low-to-middle part of the spectrum.

Smaller workshops, trainings, etc tend to start at closer to \$5k.

We think that \$7,500, \$10,000, and \$15,000 are really solid starting prices for a confident, organized, experienced presenter.

Ultimately it doesn't matter what you choose. Now that you've made a decision, we're going to take it to market and let people tell us what they think. If we get lots of budget objections, we look at messaging so value is better communicated. If you don't get any budget objections, we hike that price up until we start getting some!

FINISHING UP

Now, fill in your completed packages.

HIGH-END PACKAGE

Name:

Price:

Products
and/or
Services
Included:

MID-TIER PACKAGE

Name:

Price:

Products
and/or
Services
Included:

LOWER TIER PACKAGE

Name:

Price:

Products
and/or
Services
Included:

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

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