



**Does Your
Product & Price
Fit Your Target
Market?**

Julian Campbell

Your Marketing Kaleidoscope?

People

Product

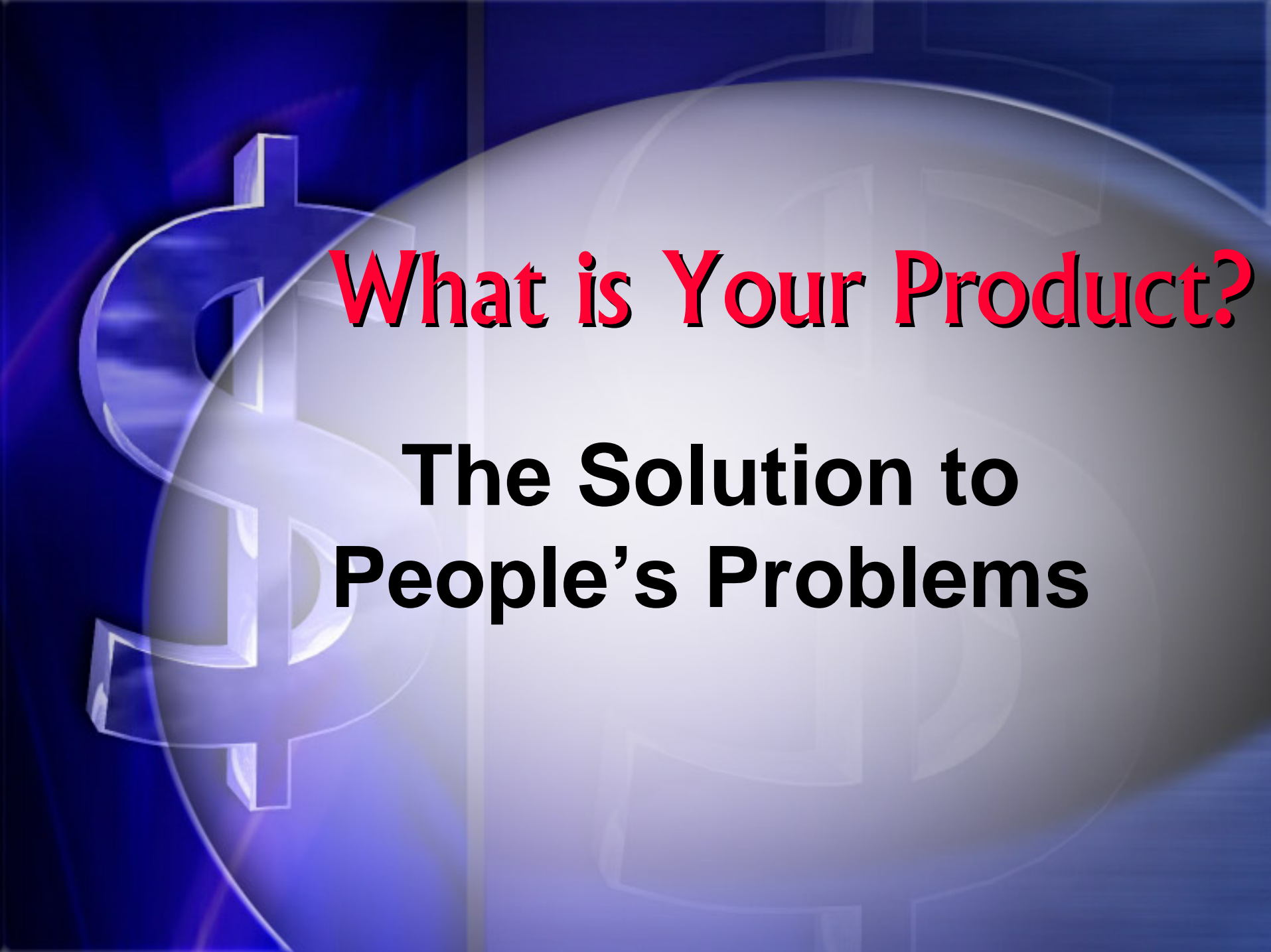
Price

Place

Promotion

Plan





What is Your Product?

**The Solution to
People's Problems**



What Will They Pay?

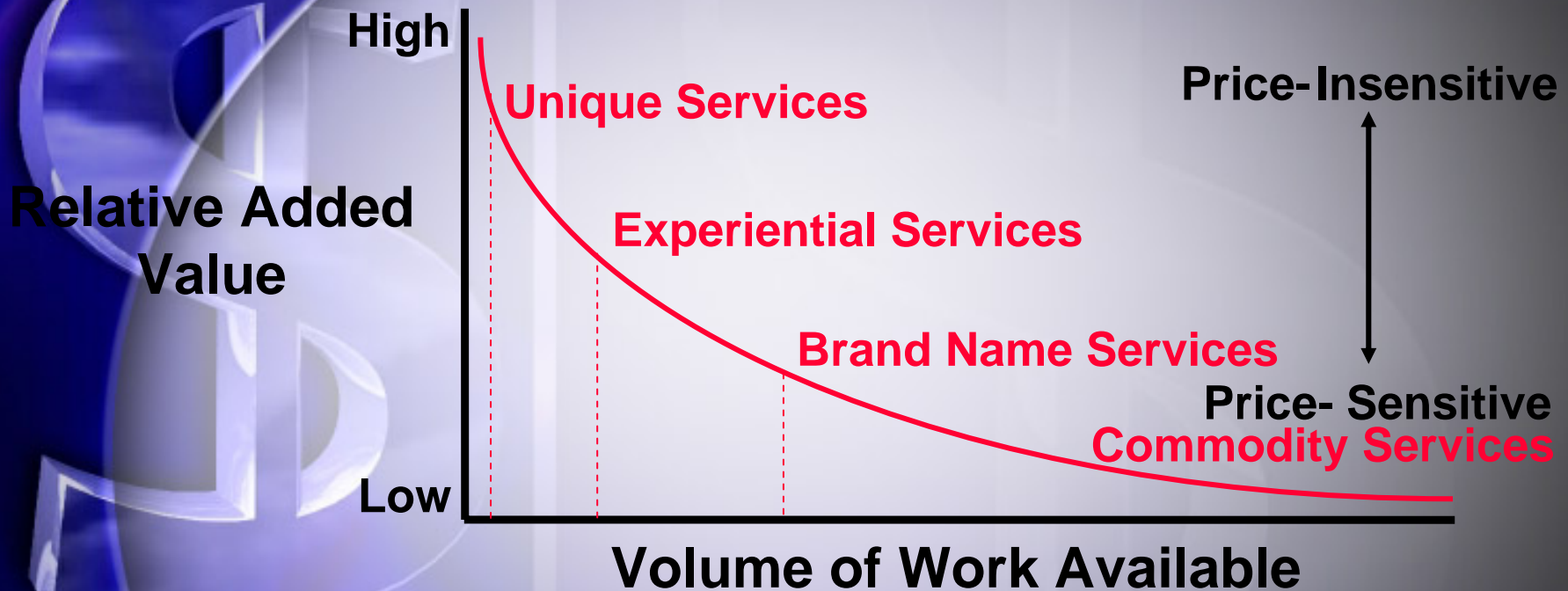
**As much as it costs to
'*Cost Effectively*'
remove the pain**



What is Price?

- 1. What the competitor charges**
- 2. What the market will bear**
- 3. The cost to you**

The Value Curve



(SOURCE: Adapted from William C. Cobb,
"Beyond the Billable Hour: An Anthology of Alternative Billing Methods")



Overcome Pricing Emotions

Your Price Resistance



Customer Price Resistance



Customer Payment Resistance

Getting Paid What You Are Worth



Max Chargeable Hours per Year **1000**

To earn \$100,000 $\frac{100,000}{1000} = \$100 / \text{hour}$

To cover overheads $\frac{30,000}{1000} = \$30 / \text{hour}$

Total to be charged $\$100 + \$30 = \$130 / \text{hour}$

Plus 10% GST $= \$143 / \text{hour}$

Getting Paid What You Are Worth



Chargeable Hours per Year	500
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To earn \$100,000	$\frac{100,000}{500}$	= \$200 / hour
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To cover overheads	$\frac{30,000}{500}$	= \$60 / hour
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Total to be charged	$\$200 + \$60 = \$260$	= \$260 / hour
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Plus 10% GST		= \$286 / hour
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Getting Paid What You Are Worth



Chargeable Hours per Year	1000
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Charging \$50 per hour	1000x50	= \$50,000
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To cover overheads	\$30,000	= \$20,000
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Minus 10% GST (-\$5,000)	= \$15,000
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Getting Paid What You Are Worth



Chargeable Hours per Year	500
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Charging \$50 per hour	500x50	= \$25,000
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To cover overheads	\$30,000	= -\$5,000
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Minus 10% GST (-\$2,500)	= -\$7,500
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Price Leverage

You

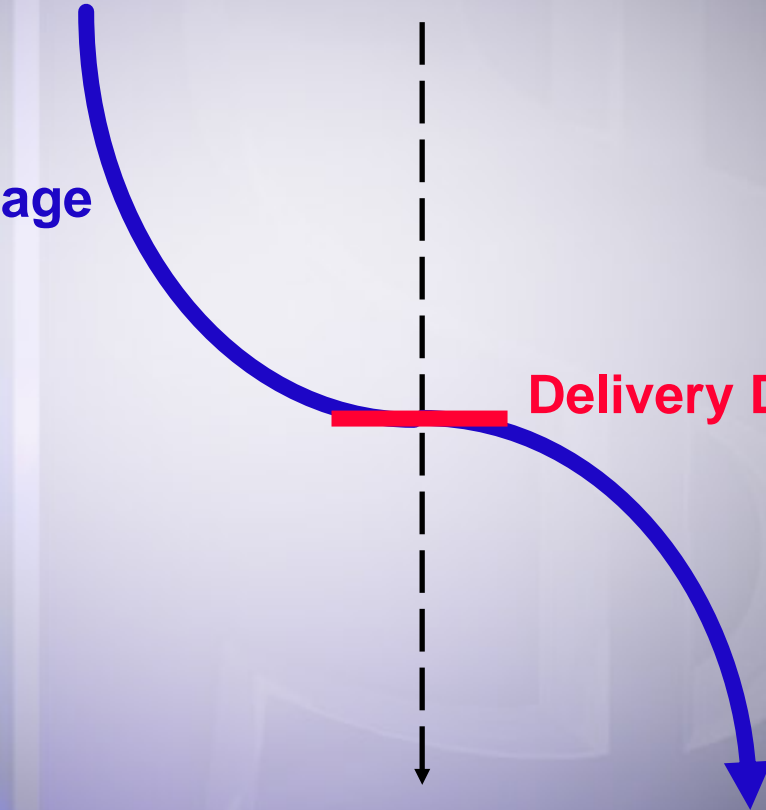
Client

Leverage

Delivery Date

Leverage

Time Line



Your Challenge

To Package Yourself,
Offer a Risk Reversal
and Get Paid Your True
Worth

