

# THE AUTHORITY GUIDE TO PROFITABLE PRICING



How to develop a powerful strategy to boost turnover, profit, cash flow and business growth

**SHAZ NAWAZ**

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# Contents

Introduction	v
1. Why price matters	1
2. Pricing and numbers	9
3. Common pricing pitfalls and how to avoid them	17
4. Different pricing options	29
5. Pricing and mindset	37
6. Pricing and competition	47
7. The power of guarantees	53
8. Positioning and pricing	63
Reading list	73
About the author	75

“

Pricing is actually pretty simple...  
Customers will not pay literally a penny  
more than the true value of the product.

**Ron Johnson**

”

# Introduction

This book is aimed at those professionals who are owners of, or who control pricing in, businesses of any size, worldwide.

Pricing is, in my opinion, *the* most neglected and misunderstood area of business operation, yet it's certainly one of the most important. The biggest and quickest gains I've seen among my clients have involved developing a better and smarter pricing strategy.

People in business are constantly making endless mistakes with their pricing – and keep repeating those mistakes. This book shows you in-depth how to get this crucial aspect of your business right.

Incorrect pricing is holding the great majority of businesses back, to the extent of being a main factor contributing to financial failure in many cases. The majority of small and medium enterprises in particular don't have a proper pricing policy – and don't really know what the product or service they sell is worth. Getting pricing right can produce an immediate increase in turnover and profitability, greatly widening options and triggering expansion and growth.

So the majority of businesses are suffering through non-optimal pricing. The need for a more effective approach to pricing applies not only to recent or new start-ups, but equally to most established businesses. This book is for those who are daunted by the subject of pricing, those who know they have a problem with it – and those whose businesses are simply not as profitable as they ought to be.

*The Authority Guide to Profitable Pricing* takes the reader through the major mistakes that so many businesses are making in their pricing, and sets out a clear and practical approach to optimum pricing that can enable an immediate increase in profitability.

Business is a game of margins. Yet most businesses tend to work on overly tight margins due to having an ineffective pricing strategy. The truth of the matter is that most businesses don't really spend any time on their pricing strategy – at worst it's a 'finger-in-the-air' job, and at best it's often merely an analysis of the range of prices which competitors charge, then pitching somewhere in the middle of that.

This book will help you to understand how to devise in detail a highly profitable pricing strategy; you'll learn a step-by-step process that will help you to charge what you're actually worth.

In this book, we're talking about a major potential shift in what and how you think about yourself. Much of my time is spent getting people to stop undervaluing themselves; this is not a good basis for healthy pricing.

## How to use the book

There are four possible approaches to getting the learning you need to improve your pricing strategies and gain the corresponding advantages for your business from this book:

- Read it from start to finish if you really haven't thought about pricing strategy too deeply to date, or if the whole subject flummoxes you. This will give you a 'big picture' view of this complex subject.
- Read individual chapters that relate to specific issues, if you're generally savvy about pricing but know that there are certain issues which need addressing, or areas that you have neglected thinking about in your pricing strategies. Cross-referencing between the chapters will help you to find related content if you adopt this more focused approach.
- Browse through and see what piques your interest, if that's the kind of person you are – maybe select your most favourite chapter, then read your next most favourite (I'm one of this type of business book readers).
- Speed read the whole book and then return to the chapters that you now consider you need to study in detail, those relevant to you and your business at this particular point in time, or which cover blind spots in your historical approach to pricing.

Whichever approach you adopt, I encourage you not to make the mistake of skipping chapters or parts of chapters that you may think of as unimportant, or that might seem too abstract, or that deal with underlying principles rather than practical steps – such as the chapters on positioning or mindset, which are probably the most important chapters of all. Most readers will

benefit from the radical overhaul of habitual ways of thinking and assumptions about pricing, which this book offers.

Please also don't just read the book and put it away – as you read, make notes of actions you can take, and then use these to create an action plan. Then put this plan into practice! That's how you're really going to benefit from this book.

## What the book covers

There's logic in the way the book is laid out, and in the sequencing of information – so reading it in this order is advantageous if you want a comprehensive and thorough grounding in the subject.

Chapter 1 spells out in detail why pricing is so fundamentally important to business success, and why you need to think about pricing – and probably rethink it – in a profound way.

Chapter 2 demonstrates how central pricing is to your business figures – margins, cash flow and profit – and explains how the subtle mechanisms of these relationships work.

Chapter 3 lists the most common mistakes and pitfalls that occur in business pricing. There's a good chance that something you're doing right now is in this chapter.

Chapter 4 explains the variety of forms and options for applying pricing in your business, explaining the merits of each system and where they're best used, and enabling you to work out which options are most suitable for you and your business.

Chapter 5 tackles the hugely important question of what is going on in the mind of a person who could be about to spend money with you, and how understanding this can help you to

positively alter their perception of what you have to offer – and clinch deals.

In Chapter 6 we look at the issue of competitiveness in matters related to pricing – it's not just about competing on price, but all aspects of how to position yourself competitively in your marketplace.

Chapter 7 gives you guidance on how you can use guarantees to get more business through increasing the customer's confidence in spending money with you.

Chapter 8 delves deeply into the game-changing matter of how some companies position themselves to be world leaders in their field and as a consequence reap huge business success as a result – and how you can apply the same principles in your own business setting.

## Make a fast, effective impact on the financial success of your business.

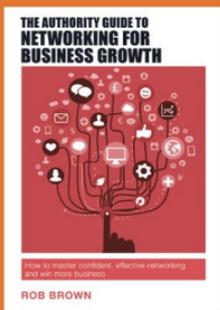
Setting the optimum price for your products and services that's right for your customers and market, is vital to success. But how do you know what you're charging is doing the best job possible? In this smart, savvy *Authority Guide*, pricing expert Shaz Nawaz takes you step by step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.



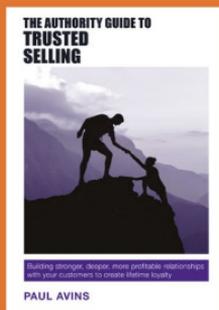
**“Brilliant. This easy-to-read book will transform your profits.”**

Steve Pipe, author of *Stress Proof Your Business and Your Life*

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



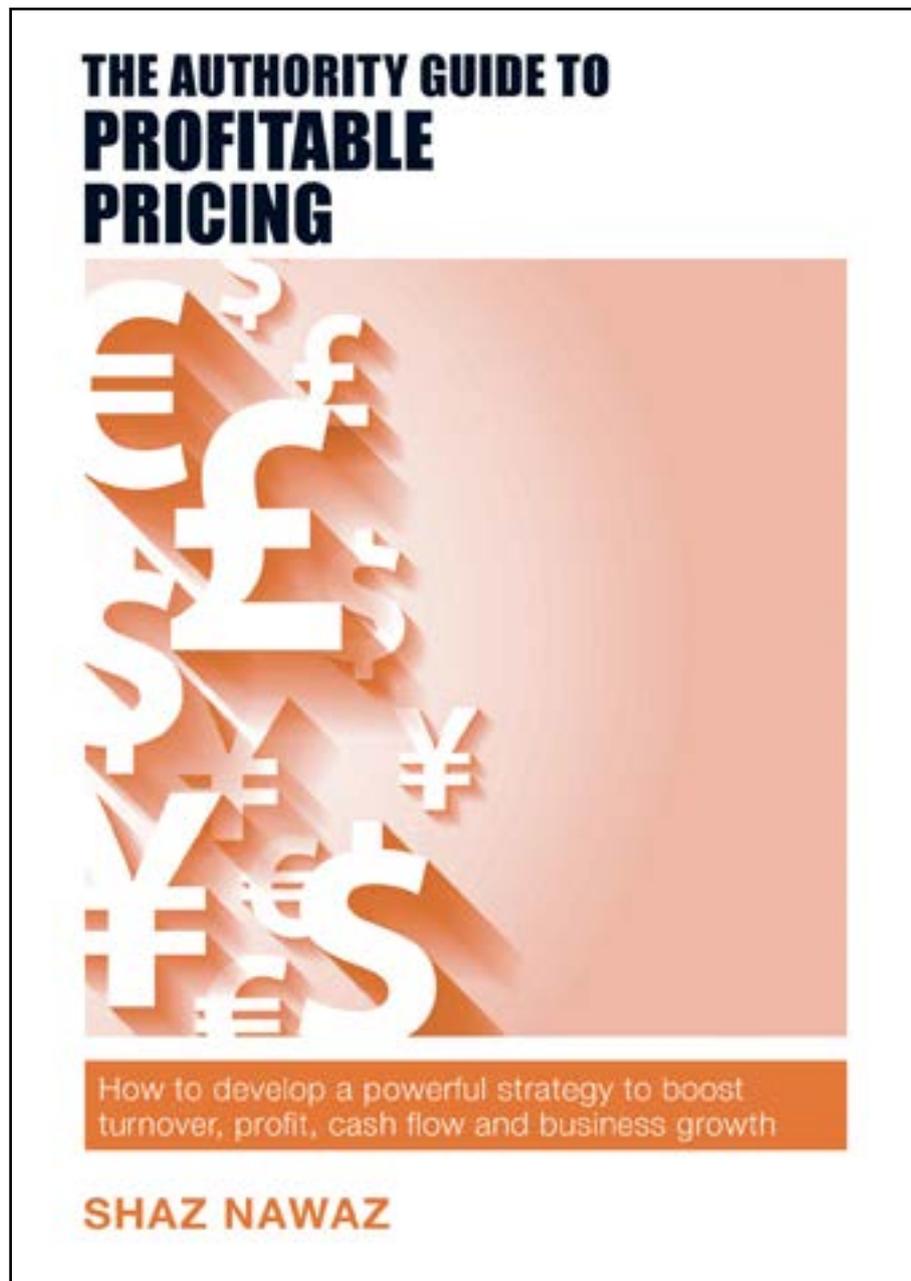
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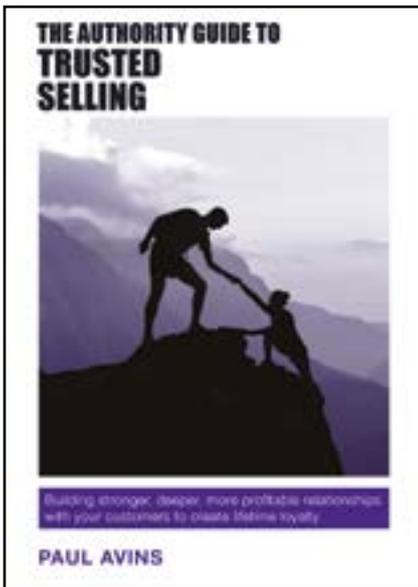
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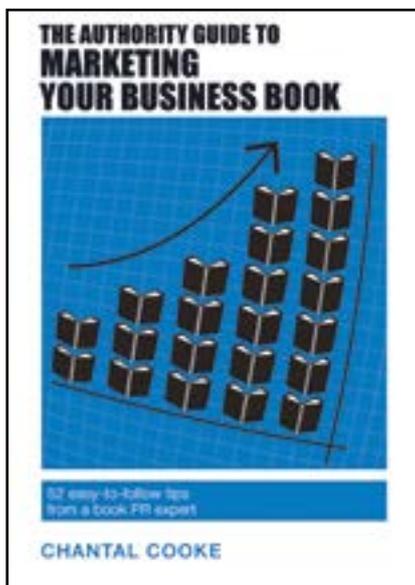
There is much more in the full book, which can be obtained from Amazon and all good bookshops. A mere snip at £9.99!



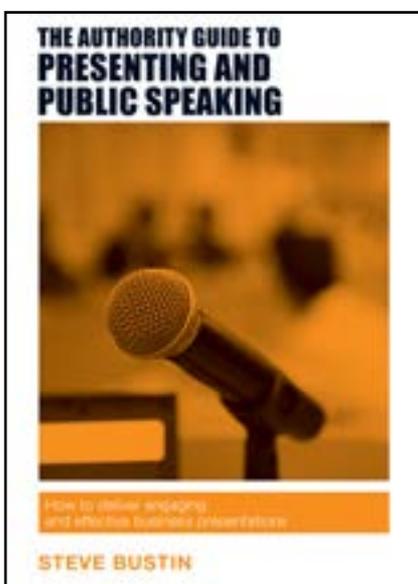
Available in paperback and ebook [here](#).



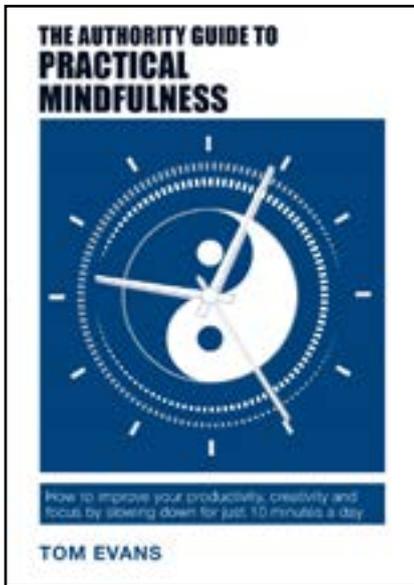
In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this *Authority Guide*, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.



It's never too soon to start thinking about how to market and promote your book. In this *Authority Guide*, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

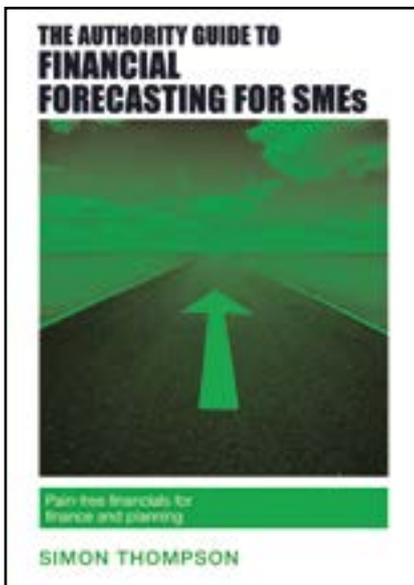


Whether it's your first presentation or you're an experienced speaker, this *Authority Guide* will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

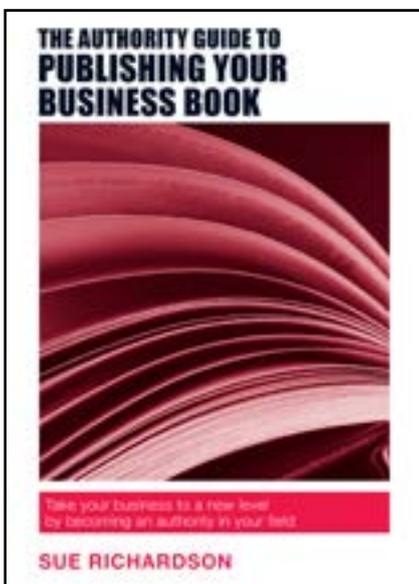


Enhance your wellbeing, creativity and vitality with mindfulness meditation.

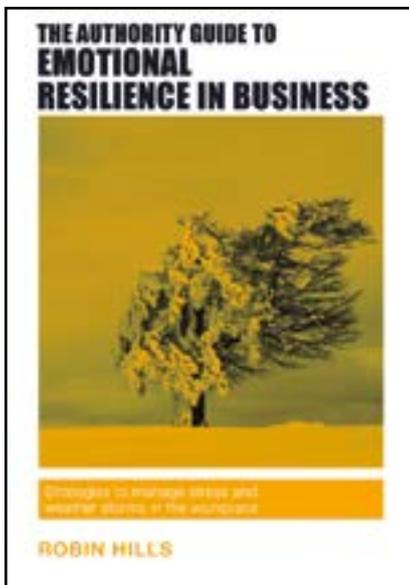
In this *Authority Guide*, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.



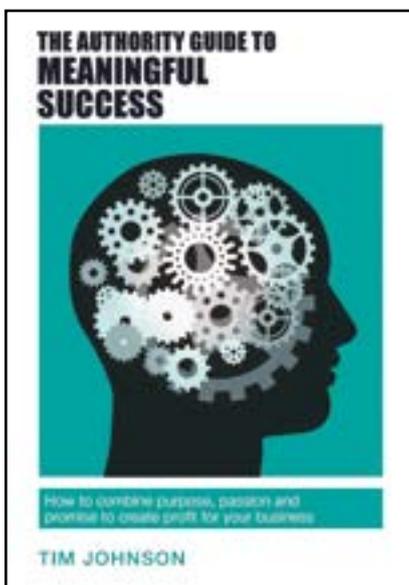
In this *Authority Guide*, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.



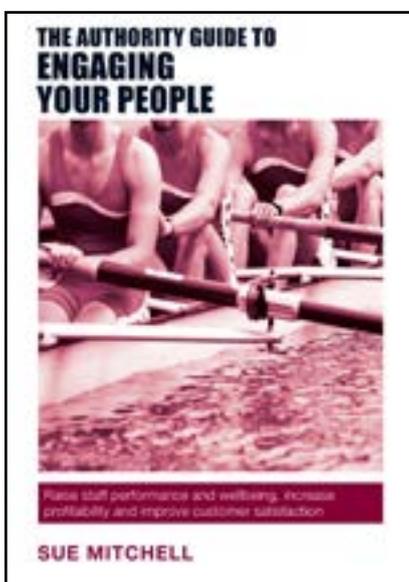
Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This *Authority Guide* will help you to create a plan that ensures you write and publish the right book for your business.



The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This *Authority Guide* from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.



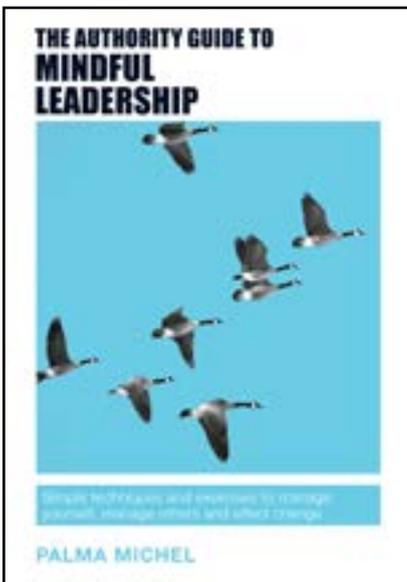
Tim Johnson, founder of Meaningful Success, shows you how to integrate practical business thinking with practical personal development to build a global network through your business or charity. This *Authority Guide* blueprints how we can embrace the best elements of entrepreneurial drive and passion, enabling blame-free culture to lead teams and provide personal fulfilment for all those involved.



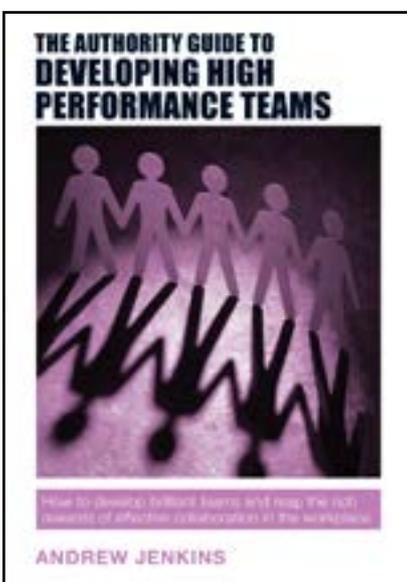
This *Authority Guide* addresses how businesses can increase their performance, productivity and customer/staff satisfaction through focusing on engagement. Sue Mitchell, an authority in coaching and leadership development, shows you how to build a team who is committed, inspired and eager to deliver their best work in order to make a difference.



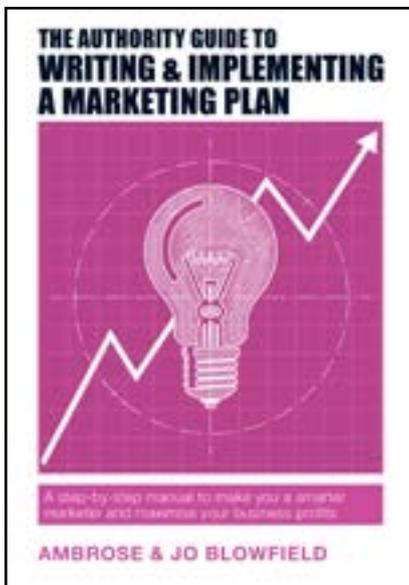
Any business wanting to reach new customers should be embracing public relations to spread their key messages. If you don't, your competitors will. This *Authority Guide* shows you how to grab the headlines (for all the right reasons), reach huge audiences and grow your business by accessing the media to tell your story.



Today's leaders and organisations need to develop an agile mindset and take bold risks. This *Authority Guide* shows you how to link mindfulness directly to business challenges and offers practical and accessible tools for change. Written by an expert on leadership, meditation and mindfulness, the book teaches you how to manage your inner landscape of thoughts, emotions and interruptions so that you can create a compassionate, innovative and sustainable working culture.



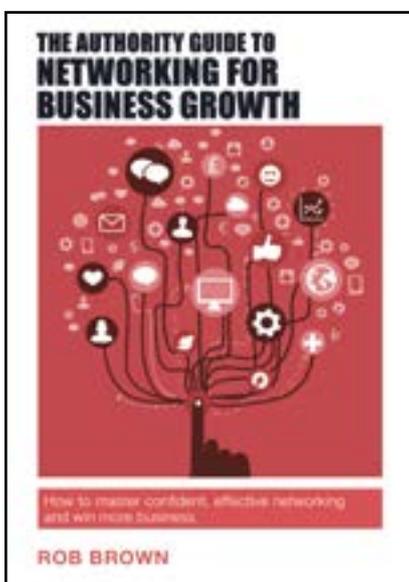
To make your good business a great business you need to have more than just a strong product or service. Having a highperforming team in your organisation is guaranteed to give you a competitive advantage. Andrew Jenkins helps you discover how to cultivate in your people the willingness to grow as individuals and as a group. Packed with easy-to-follow activities, exercises and models this *Authority Guide* explains how to build a high-performing, collaborative, trusting and resilient team.



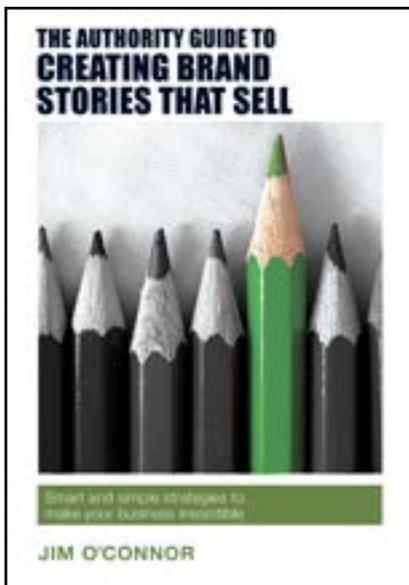
Written especially for small businesses, this *Authority Guide* shows you how to write and execute your marketing plans efficiently and accurately. Ambrose and Jo Blowfield will help you create a plan using proven, affordable marketing tactics for both digital and traditional strategies. You'll have a year long marketing plan that is structured, well thought out and targeted to your ideal clients, allowing you proactively to promote your business.



In this *Authority Guide* you will explore how to set expectations, give and receive real-time feedback and, as managers, become mentors in your workplace. These are essential to building and sustaining an excellent performance culture. Work psychologist, Dr Gene Johnson, teaches you how to focus on a results-driven culture, how to build it and how to not get muddled up in the mechanics of the process.



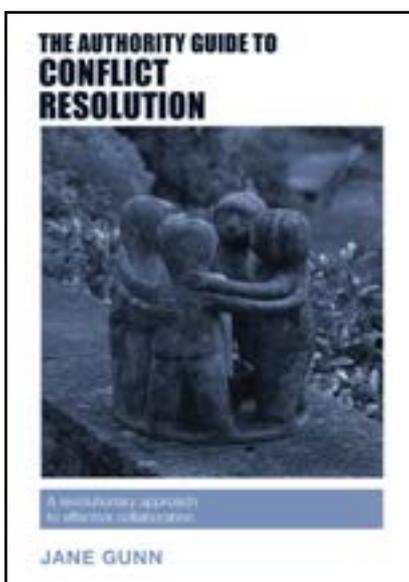
Overcome all your networking fears and learn how effortlessly to build and leverage the powerful connections you need to enhance your reputation, raise your profile and win more business. Networking expert Rob Brown will coach you on all the essential skills that will help you meet new people, create new leads, open up opportunities and grow your business – confidently and effectively.



Connect with your customers and make your business impossible to resist using this sharp, practical *Authority Guide* that will save you time, money and frustration. Combine psychology, creativity, logic and emotion expertly into a brand story that will make your business stand out from the crowd. And using Jim O'Connor's hard-won knowledge and vast experience give your business the focus, affinity, distinction and competitive advantage it needs to succeed and thrive.



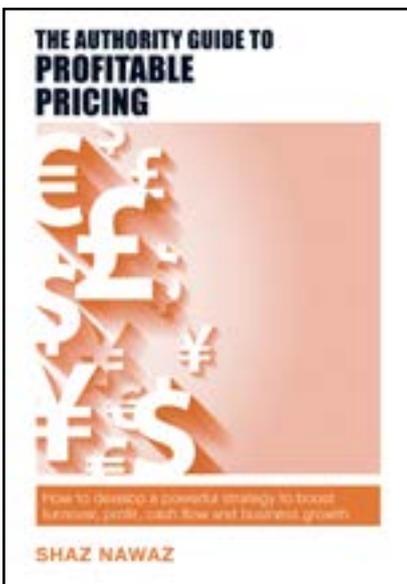
Create success and secure more business with a powerful pitch that really packs a punch. Avoid all the common pitfalls and learn how to boldly and succinctly explain what you do in less than 60 seconds. In this fast, focused *Authority Guide* Mel Sherwood shares her expert knowledge to give you the skills you need to prepare and deliver a professional pitch with authority, confidence and passion.



Capture and harness the positive energy that different personalities and approaches bring to conquer the problems that can harm teamwork, productivity and engagement in your business. In this practical *Authority Guide*, mediation expert Jane Gunn will teach you all the essential skills you need to constructively manage change, challenges and crisis. Develop a deeper understanding of conflict and how to transform it, as you unlock the secret to true collaboration and promote a culture of respect, cooperation and success.



Discover what makes people tick, how they perceive and react to different situations and why they behave the way they do. In this fast, focused guide, emotional intelligence expert Robin Hills reveals insights into motivation and how people perceive situations in business. As he unlocks the secrets of human nature you'll learn how to inspire top performance, gain trust, win confidence and build lasting relationships – more effectively and with great results!



Setting the optimum price for your products and services that's right for your customers and market, is vital to success. But how do you know what you're charging is doing the best job possible? In this smart, savvy Authority Guide, pricing expert Shaz Nawaz takes you step by step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.

**New titles of the Authority Guides to come soon.**