

How to Use IMPACT Based Pricing with Your Clients

Client Status \ Issue Status	The Issue is an Annoyance/Inconvenience	The Issue is a Problem on the Critical Path
Making Progress	<p>Buyer is not ready to buy service or make changes.</p> <p>.....</p> <p>Add to Top of Mind list. Keep in touch periodically.</p>	<p>Buyer is open to modest services to speed progress.</p> <p>.....</p> <p>Understand the extent of the problem and what happens if it is not solved. Offer two options: just enough and a bit beyond.</p>
Stuck	<p>Buyer is more likely to buy a small service/make minor changes.</p> <p>.....</p> <p>Understand the depth of the inconvenience and propose 2 solutions that fit the situation. Do not go overboard or you will lose them completely. Add to Top of Mind list.</p>	<p>Buyer requires a powerful solution that delivers life changing IMPACT.</p> <p>.....</p> <p>Understand the ramifications of not solving the problem. Offer two solutions, one to just solve the problem, one to go beyond.</p>

What is the IMPACT of this guide?

- ✓ It gives the client confidence that you hear them and understand them. It's not about you, it's about them.
- ✓ Your firm develops better offers that meet the client where they are. You avoid offers that are too much or too little.
- ✓ The more closely your offer matches their position the better the chance they will say "that's right."

Offer at least two options for the relevant quadrant because that gives the client the power to choose.