



CHEAT SHEET:

## How to Present Pricing

Discussing the financial aspects of a pitch can seem daunting: discuss it too soon and the prospect might think you are too pushy, but bring it up too late and they may find you unfocused.

Recognizing how different personalities respond to this tricky subject can help you find the perfect way to address it with each unique prospect.

### Dominant Personalities



BE DIRECT, VISIONARY, RISK-TOLERANT

D types value efficiency and results, so presenting pricing in a clear and straight-forward manner with a focus on cost savings will appeal to them.

- ▶ Discuss pricing early on in the conversation.
- ▶ Be forth-coming with them.
- ▶ Offer them your bottom-line price & avoid sugar-coating it.

### Influential Personalities



BE PERSONABLE, ADAPTABLE, ENTHUSIASTIC

I types prefer a personal touch and engaging communication, so presenting pricing in a creative and visually appealing way that highlights the benefits and experience will resonate with them.

- ▶ Share what others are paying; they are comfortable investing in a product that is trusted and enjoyed by others.
- ▶ Avoid overwhelming them with numbers and specific data.

### Conscientious Personalities



BE METHODICAL, PRAGMATIC, RISK-AVERSE

C types value accuracy and attention to detail, so presenting pricing with a clear breakdown of costs and a thorough explanation of the process will appeal to them.

- ▶ Discuss all specific information surrounding price.
- ▶ Support your cost breakdown with data and logical, justifiable reasoning.

### Steady Personalities



BE THOUGHTFUL, DIPLOMATIC, RISK-AVERSE

S types prioritize stability and reliability, so presenting pricing with a focus on consistency and long-term value will appeal to them.

- ▶ Make sure they feel comfortable before sharing costs.
- ▶ Focus on how your company will make sure their purchase is worthwhile.
- ▶ Mention available warranties or extended service agreements.