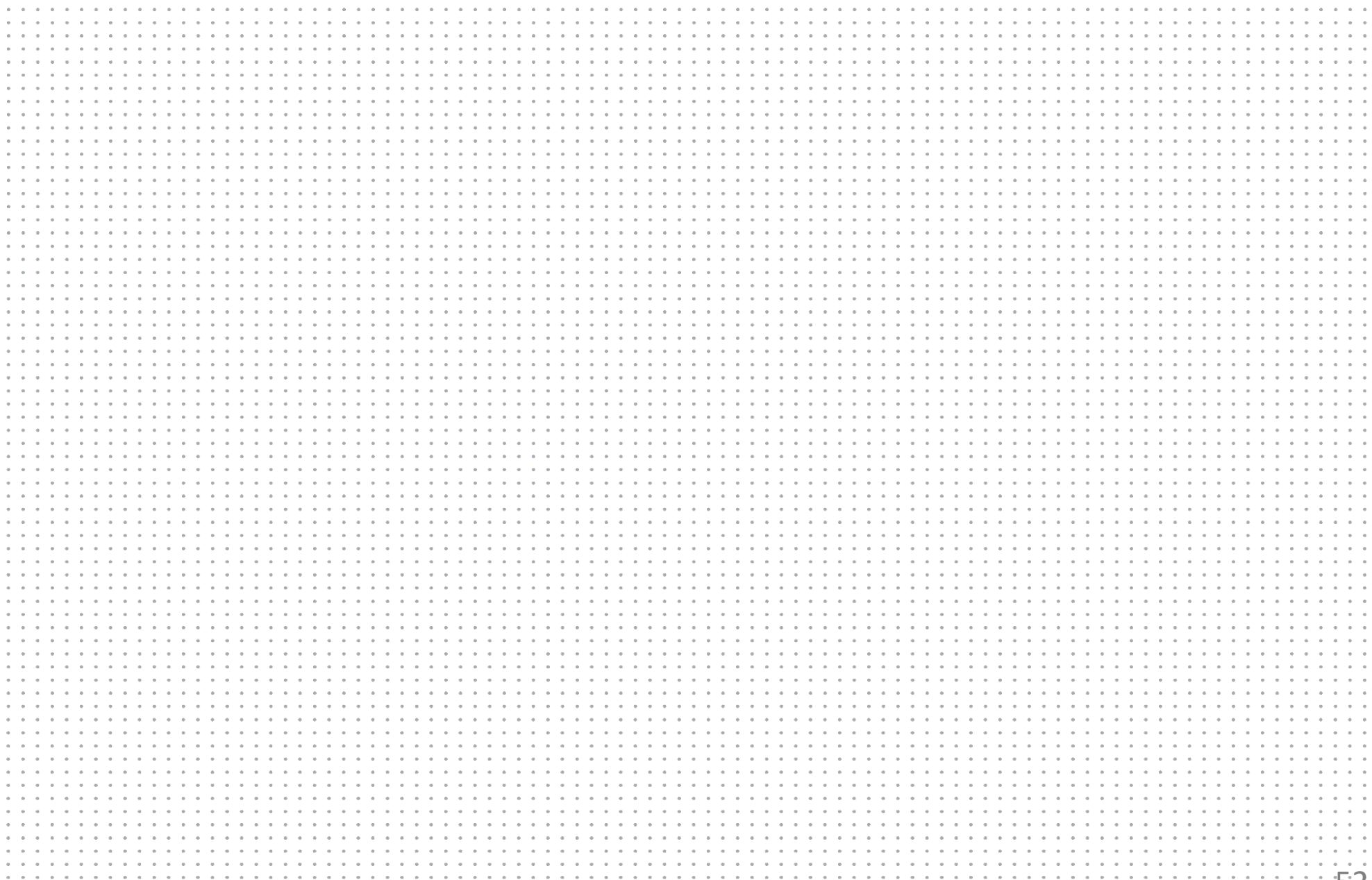


**Get Paid What  
You're Worth**



**5 Key Principles...**

**1. Master The Mind Games...**

**2. Power Of Price...**



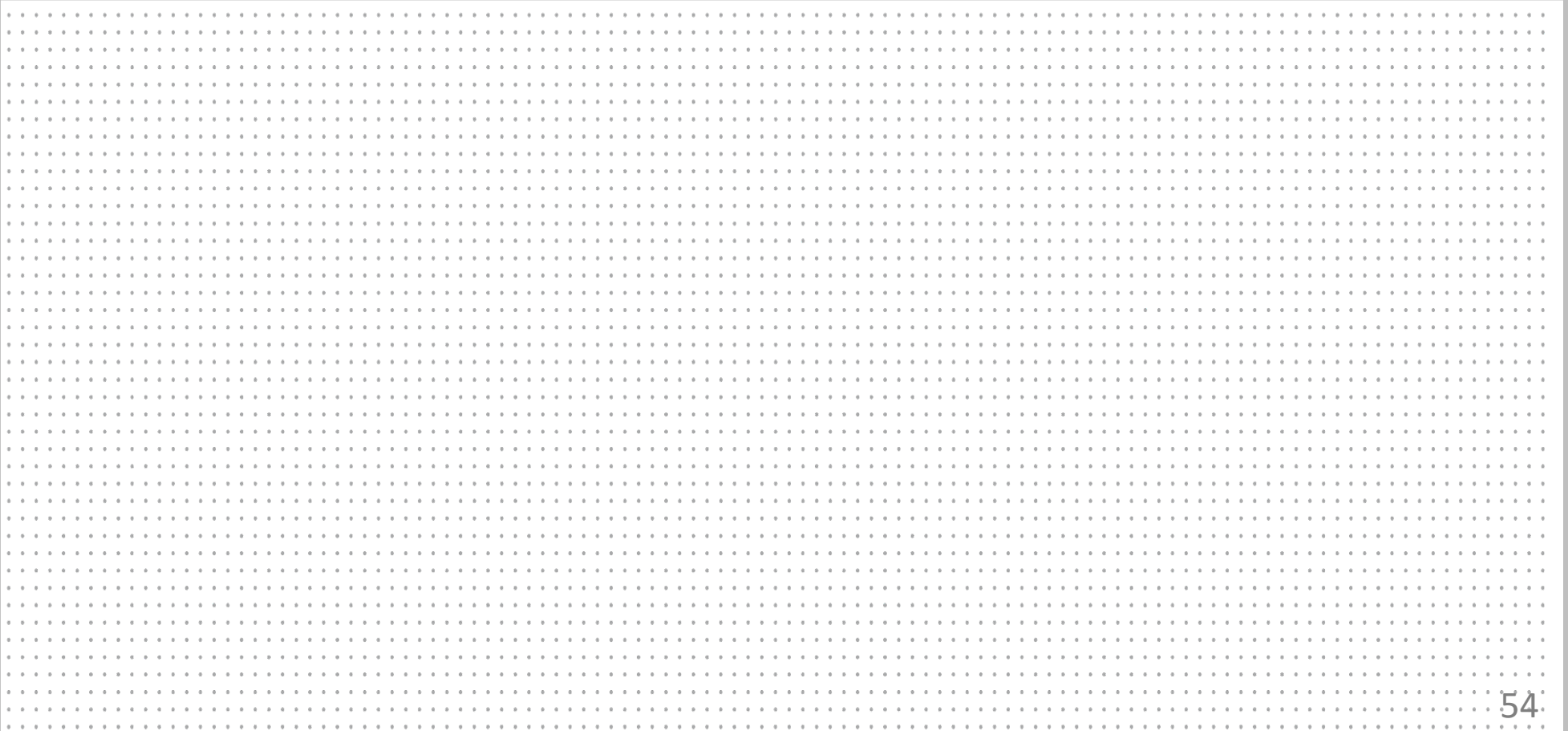
**3. Focus On Them...**

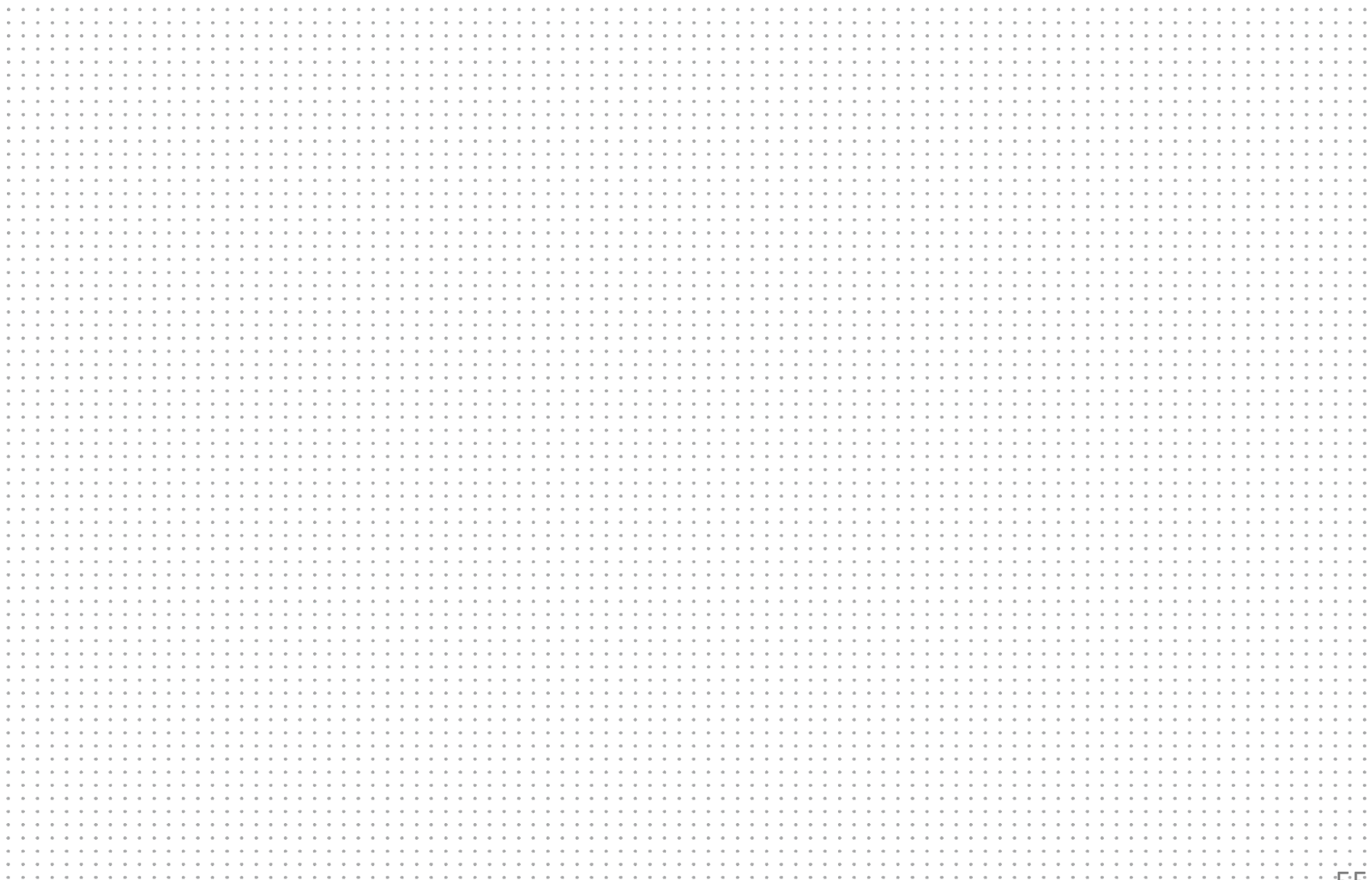


**4. Build Value...**

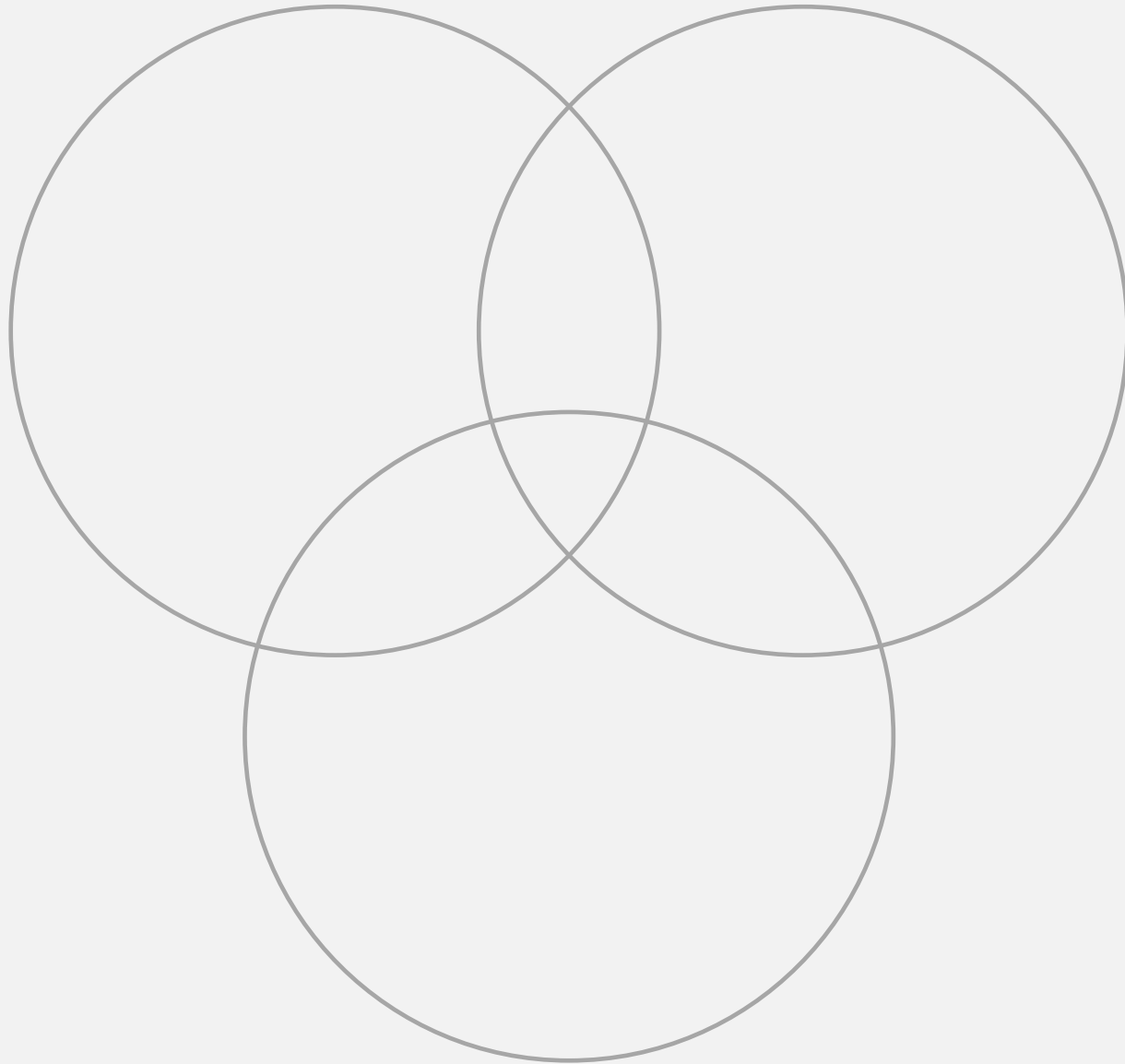


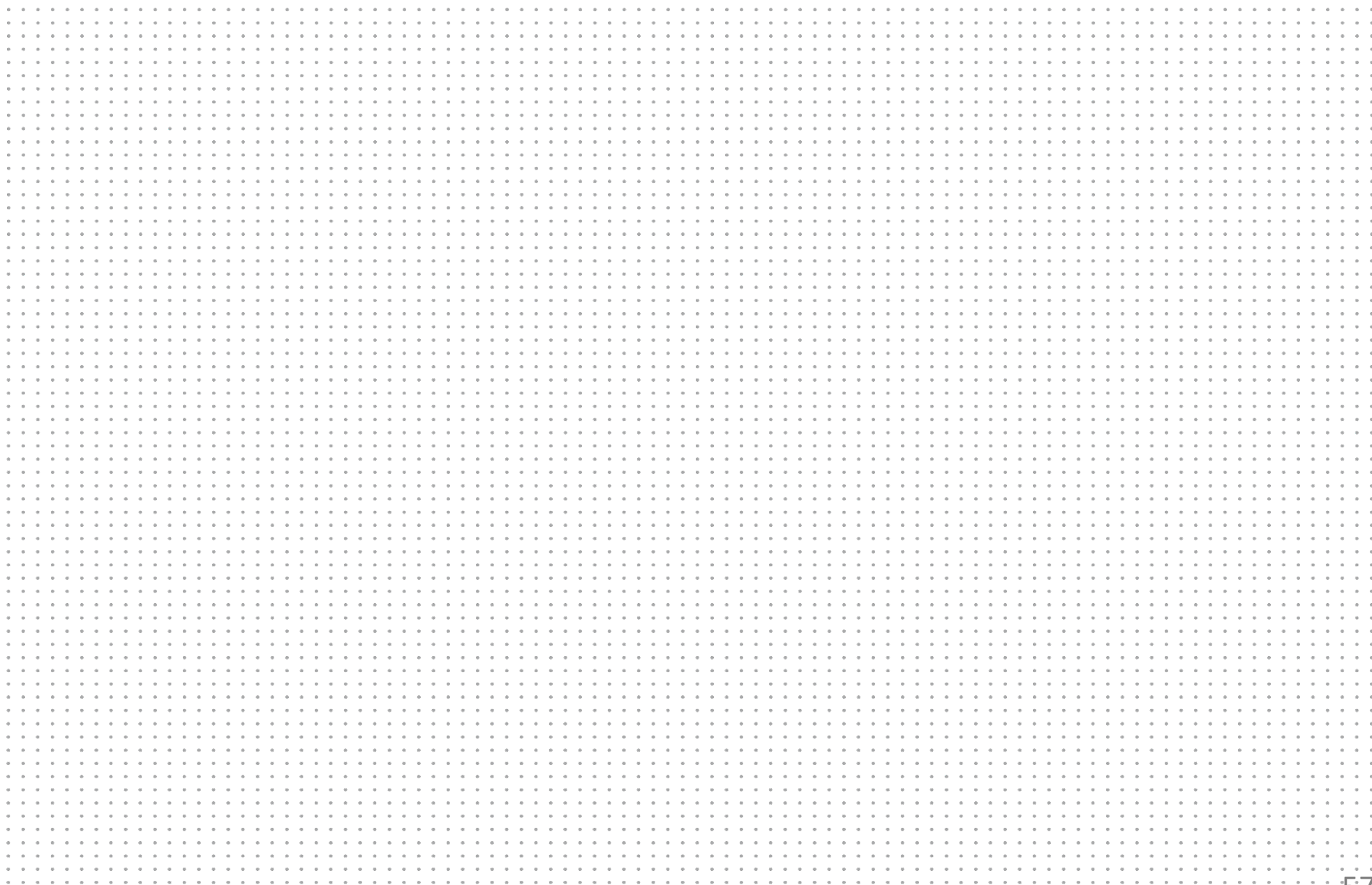
**5. Make It Regular...**





## ***The Value Circles***





## Effect of Price

**If your present Margin is...**

**20%    25%    30%    35%    40%    45%    50%    55%    60%**

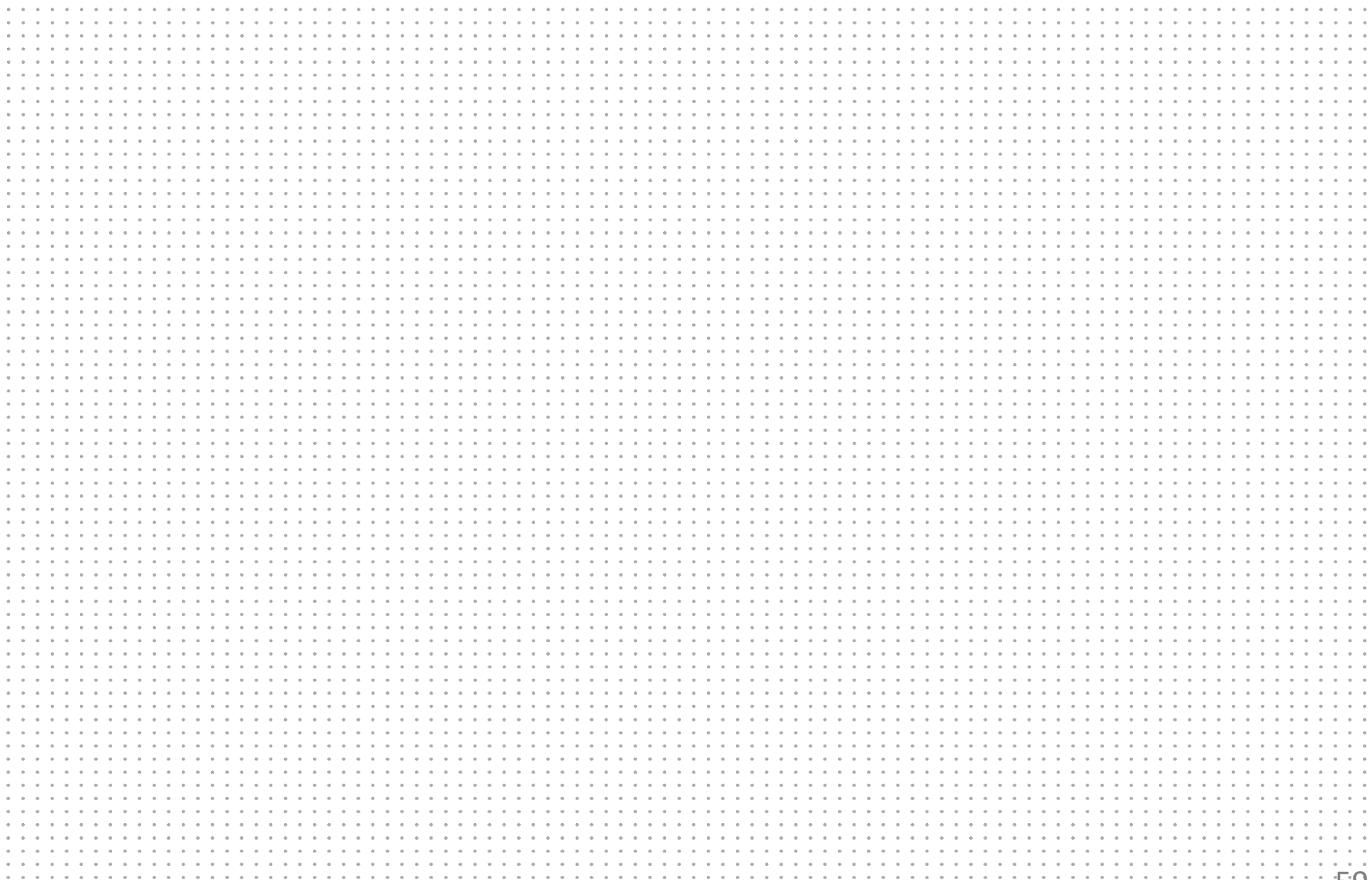
**And you increase your price by:**

**Your Sales would have to DECLINE by the amount shown before your Profit is reduced...**

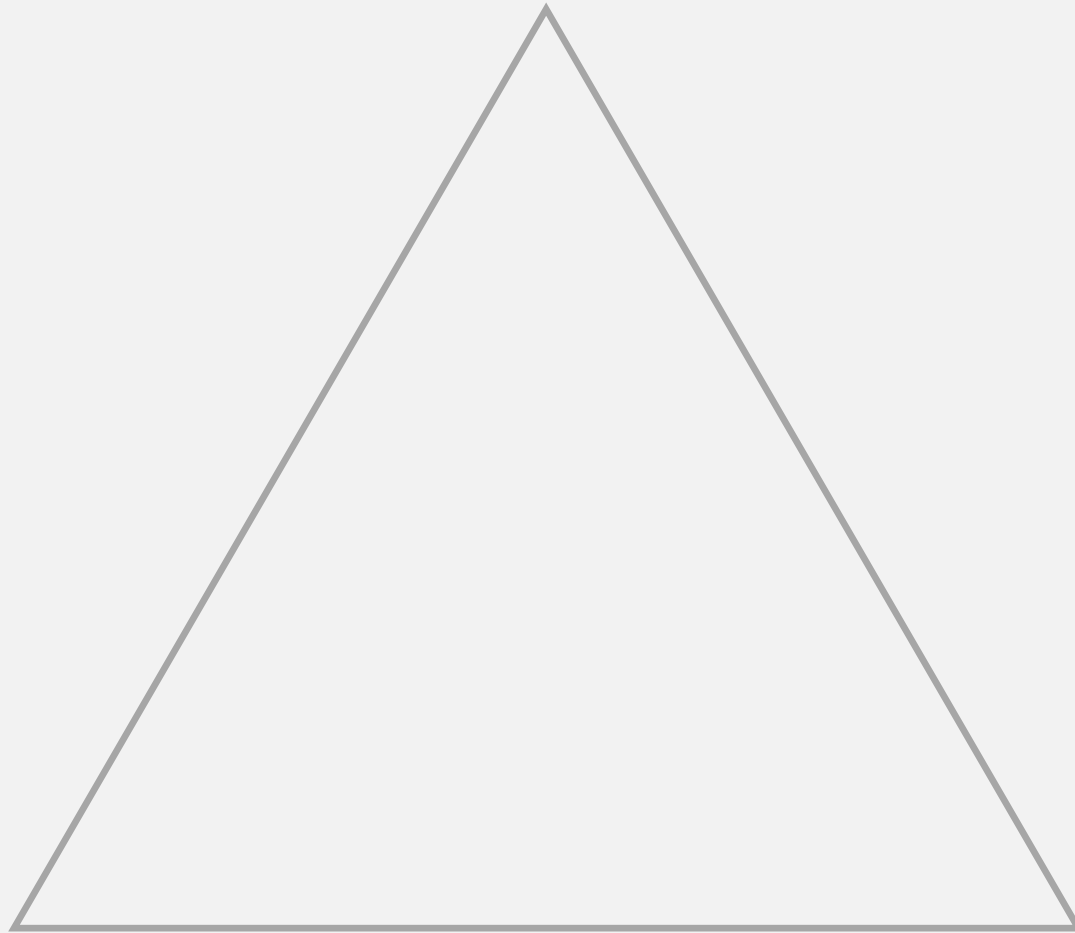
<b>2%</b>		<b>9%</b>	<b>7%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>
<b>4%</b>		<b>17%</b>	<b>14%</b>	<b>12%</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>
<b>6%</b>		<b>23%</b>	<b>19%</b>	<b>17%</b>	<b>15%</b>	<b>13%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>	<b>9%</b>
<b>8%</b>		<b>29%</b>	<b>24%</b>	<b>21%</b>	<b>19%</b>	<b>17%</b>	<b>15%</b>	<b>14%</b>	<b>13%</b>	<b>12%</b>
<b>10%</b>		<b>33%</b>	<b>29%</b>	<b>25%</b>	<b>22%</b>	<b>20%</b>	<b>18%</b>	<b>17%</b>	<b>15%</b>	<b>14%</b>
<b>12%</b>		<b>38%</b>	<b>32%</b>	<b>29%</b>	<b>26%</b>	<b>23%</b>	<b>21%</b>	<b>19%</b>	<b>18%</b>	<b>17%</b>
<b>14%</b>		<b>41%</b>	<b>36%</b>	<b>32%</b>	<b>29%</b>	<b>26%</b>	<b>24%</b>	<b>22%</b>	<b>20%</b>	<b>19%</b>
<b>16%</b>		<b>44%</b>	<b>39%</b>	<b>35%</b>	<b>31%</b>	<b>29%</b>	<b>26%</b>	<b>24%</b>	<b>23%</b>	<b>21%</b>
<b>18%</b>		<b>47%</b>	<b>42%</b>	<b>38%</b>	<b>34%</b>	<b>31%</b>	<b>29%</b>	<b>26%</b>	<b>25%</b>	<b>23%</b>
<b>20%</b>		<b>50%</b>	<b>44%</b>	<b>40%</b>	<b>36%</b>	<b>33%</b>	<b>31%</b>	<b>29%</b>	<b>27%</b>	<b>25%</b>
<b>25%</b>		<b>56%</b>	<b>50%</b>	<b>45%</b>	<b>42%</b>	<b>38%</b>	<b>36%</b>	<b>33%</b>	<b>31%</b>	<b>29%</b>
<b>30%</b>		<b>60%</b>	<b>55%</b>	<b>50%</b>	<b>46%</b>	<b>43%</b>	<b>40%</b>	<b>38%</b>	<b>35%</b>	<b>33%</b>

**When you adopt a premium pricing strategy, this table shows the amount by which your sales would have to decline following a price increase before your gross profit is reduced below its current level. For example, at the same 40% margin, a 10% increase in your price could sustain a 20% reduction in sales volume.**

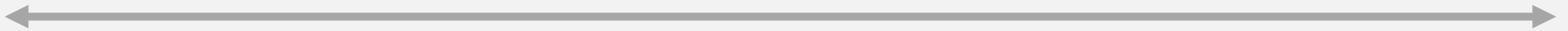


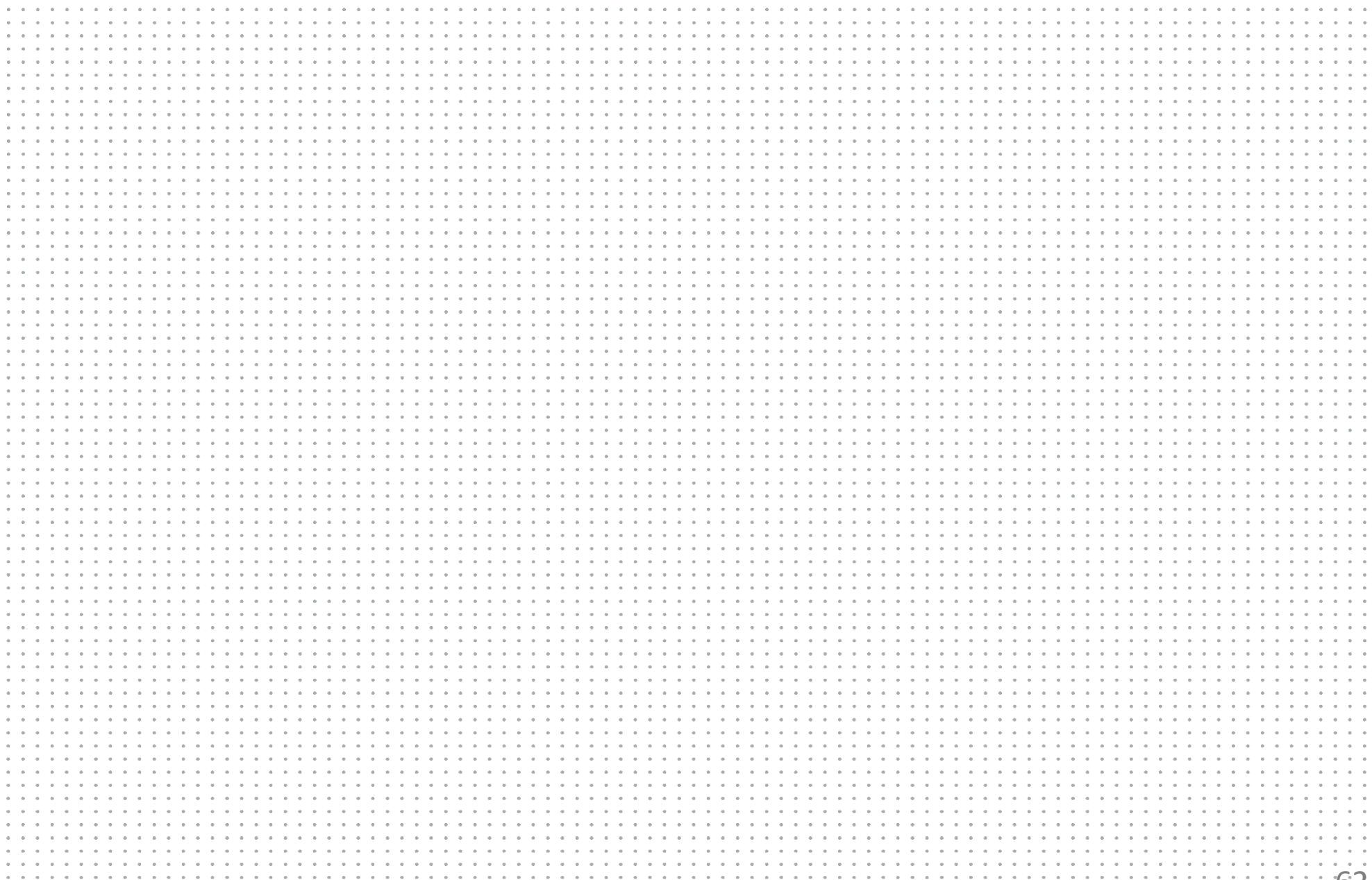


## ***3 Pillars of Value***



# ***The Price Continuum***





## THE IMAGE BUILDER

1

*Guarantees*

2

*Checklists, processes and systems you demonstrate to clients*

3

*Van, uniform, premises and physical appearance*

4

*Company Profile*

5

*Testimonials to provide "social proof"*

6

*Be on time*

7

*Professional, high quality website, social media and online presence*

8

*Turn quotes into sales letters*

9

*Focus on benefits for clients (e.g. time saved, hassle avoided, ability to work with other contractors, etc.)*

10

*Client nurture system (e.g. regular email / phone / text, add value before purchase, etc.)*

## THE EXPERIENCE BUILDER

1

*Follow up after purchase*

2

*Celebrate birthday and other special occasions*

3

*Client nurture system (e.g. regular email, phone/text, add value before purchase etc.)*

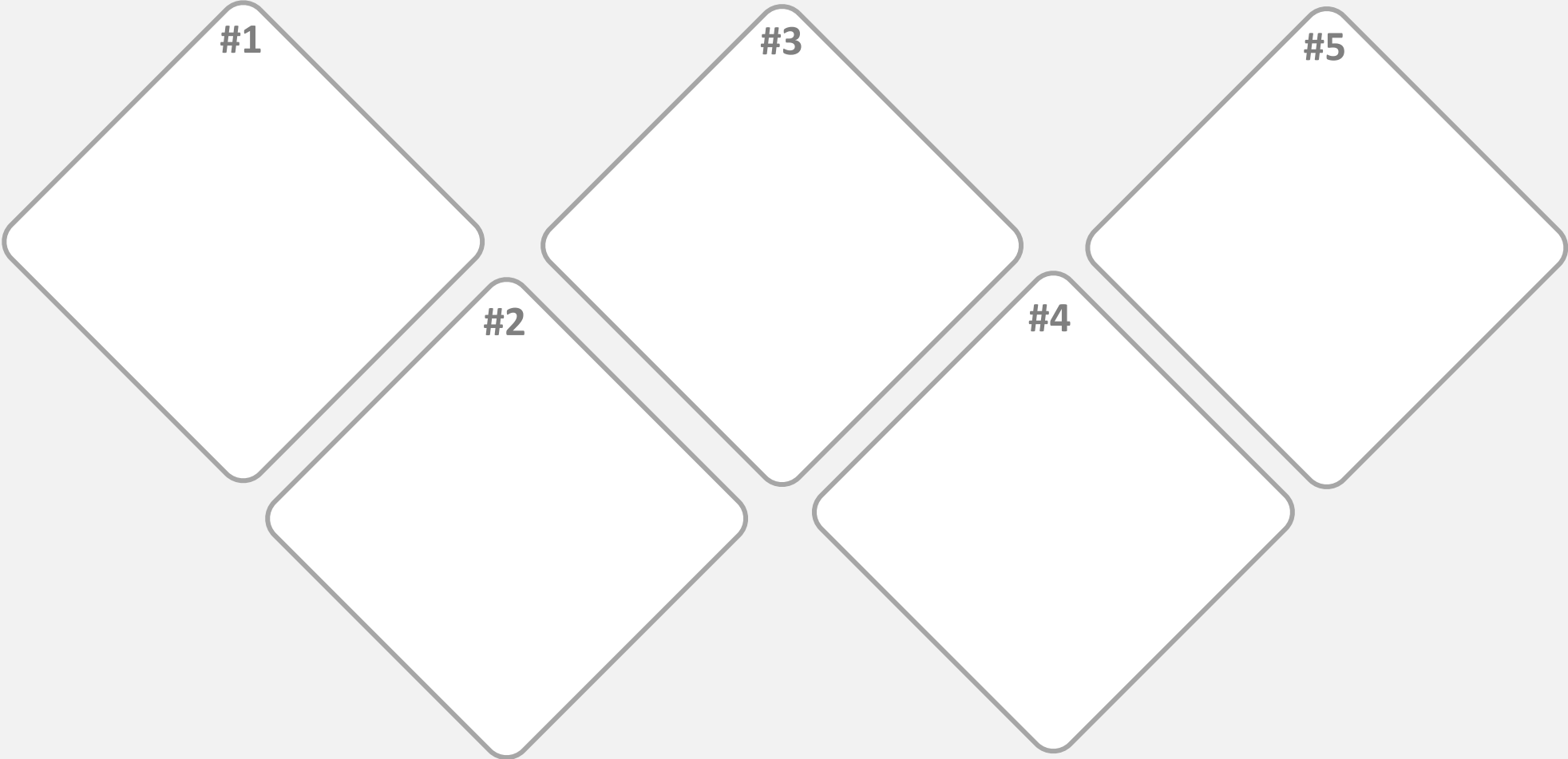
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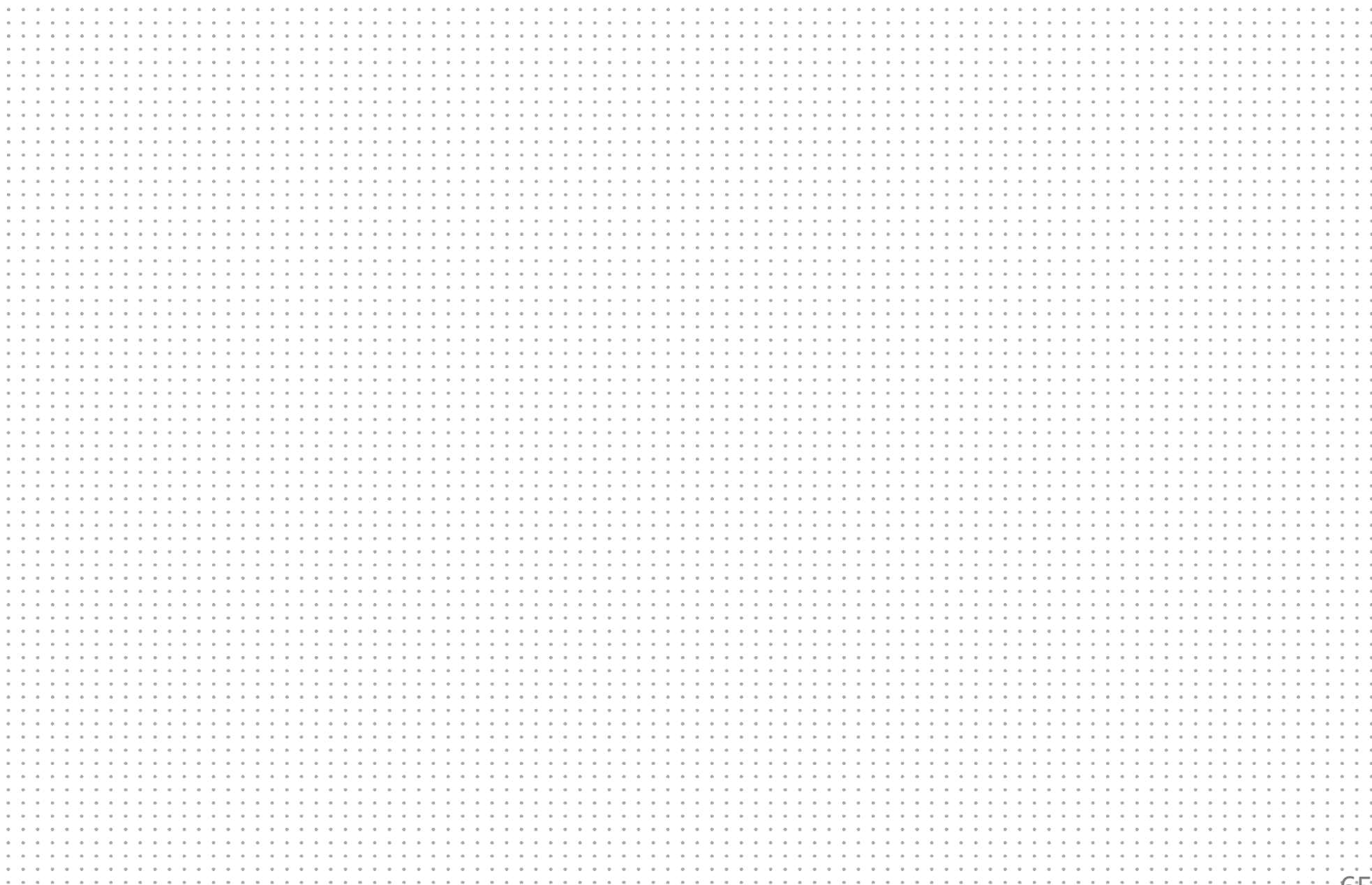
*Hire for attitude*

5

*Written processes, systems and checklists to standardise client experience*

**The Image Builder (Top 5)**





## Turning Quotes Into Sales Letter

Quotation Date:

Attn: xxxxxxxx Fax: xxxx

Dear [name],

I've noticed that other tradie companies tend to just do a 'quote' — that is they give you a price and that's all, as if price is the only thing worth considering when planning your next project.

If all projects were the same, that'd be true.

In reality, there are massive differences — things that matter — like quality of materials, how much planning will be required, help with the council, organising the plans, choosing the right materials and critically, how many years will the work last you. Not to mention the important differences between tradie companies; like whether they use qualified and experienced tradespeople to complete your project, will they deliver exactly the features they say they will, do they offer a guarantee, how they manage the sub trades, will they help you to work out a budget and timeline that meets your needs, are they a Master Plumber/Electrician, and can they give you unbiased professional advice to get the best result for you. That's why we have included a comprehensive "XYZ Welcome Pack" to give you all the information you should consider when planning your next project.

Think seriously about what you want from your Tradie company. Whilst "what's the price?" is definitely an important question, here are a few others worth asking.

1. Will your Tradie promise that every aspect of their work will represent quality workmanship and offer to fix any problems within 48 hours at no charge?
2. Do they run all their projects through an 87-point quality check?
3. Do they inspect all their projects to ensure they are safe, legal and conform to Australian/New Zealand standards?
4. Will they offer a 7-point extensive guarantee?
5. Do they have an open site policy?
6. Do they provide ongoing regular communication keeping you updated with how your project is progressing?
7. Will they give you a firm start/completion time and be honest about their progress?
8. Can your Tradie company offer 49 references from delighted past customers?
9. Does their point-man have over 32 years of experience in the Plumbing industry ensuring you get the best advice available?




Of course I wouldn't be drawing this to your attention if XYZ Tradie didn't fulfil the above criteria (and much more....).

XYZ Tradie also offers an unbeatable 7-point guarantee: firstly, you receive a full Master Plumbers/Electricians guarantee. Secondly, a 'no hidden surprises' guarantee. Thirdly, we promise you the very best service and advice. So if you are convinced and think (like so many of our satisfied customers) that we are the right Tradie Company for your project, or want to discuss in further detail then call me, Joe Blog today on 0800 Tradie.

Sincerely

Joe Blog



 <b>PRICING</b>	 <b>PRODUCTIVITY</b>	 <b>UTILISE YOUR ASSETS</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Have a target margin for each type of work (e.g. Maintenance 55% plus, New Homes 35-40%).</li> <li><input type="checkbox"/> Price for Gross Profit Margin, rather than Mark-up.</li> <li><input type="checkbox"/> Charge a service fee for attending a job (e.g. \$165 for turning up, including first 30 mins of labour, no materials).</li> <li><input type="checkbox"/> Charge for all variations.</li> <li><input type="checkbox"/> Exclude variations from contract retentions.</li> <li><input type="checkbox"/> Include a specified number of trips to site &amp; charge for extra trips. Stop Contractors messing you around.</li> <li><input type="checkbox"/> Create set prices for regular maintenance / servicing jobs. Make set prices higher than time &amp; materials invoices.</li> <li><input type="checkbox"/> Increase your mark-up on materials and /or sub-contractors.</li> <li><input type="checkbox"/> Increase your hourly charge out rate. Aim to be in the top 25% of charge out rates. Companies charging the average rate seldom make good profit.</li> <li><input type="checkbox"/> Increase the charge out rate for apprentices. Charge tradesmen rates when doing tradesmen work.</li> <li><input type="checkbox"/> Limit the amount of charge out rates. Different rates for different clients generally means you are discounting more than you should.</li> <li><input type="checkbox"/> Charge more for specialist work (e.g. gas fitting, heavy industrial, advanced electronics and programming etc).</li> <li><input type="checkbox"/> Increase your travel charge. Create a "Travel Zone" with increasing charges the further the zone is from the workshop.</li> <li><input type="checkbox"/> Increase your consumables charge.</li> <li><input type="checkbox"/> Stop working for free (e.g. Site Inspection fee for quotes)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Back cost every job to determine profit and hours used.</li> <li><input type="checkbox"/> Review the margin on every charge up invoice prior to sending to ensure you are hitting your gross profit margin targets.</li> <li><input type="checkbox"/> Institute a replace rather than repair policy.</li> <li><input type="checkbox"/> Negotiate better price and terms with suppliers.</li> <li><input type="checkbox"/> Create Pre-Job checklists to ensure jobs are well organised.</li> <li><input type="checkbox"/> Create Quality Assurance checklists to ensure jobs are completed right the first time.</li> <li><input type="checkbox"/> Ensure you have the best tools and equipment so that jobs are completed quickly and efficiently.</li> <li><input type="checkbox"/> Manage your team combinations so the best mix of skills are on the right jobs.</li> <li><input type="checkbox"/> Use apprentice and semi-skilled labour for less complex jobs (e.g. group or high-volume builders).</li> <li><input type="checkbox"/> Build a high performing team culture that values hard work, accountability and self-motivation (i.e. Core Values, Rules of the Game, Performance Appraisals, Incentives, Team Meetings, KPI's etc).</li> <li><input type="checkbox"/> Create a Van Stock template to ensure trips to the merchant are minimised.</li> <li><input type="checkbox"/> Create a material ordering process to ensure materials are on site, on time.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Reduce or eliminate labour-only work as you are unable to sell materials with labour.</li> <li><input type="checkbox"/> Ensure the team only takes their appropriate breaks for smoko and lunch.</li> <li><input type="checkbox"/> Charge clients for trips to suppliers that result from completing their job.</li> <li><input type="checkbox"/> Have tradespeople travel directly to site rather than coming to the workshop each morning.</li> <li><input type="checkbox"/> Install GPS units in all trucks /vans to track vehicles, keep team members accountable and provide information when clients query invoices.</li> <li><input type="checkbox"/> Improve your job scheduling process by training a dedicated person (people) and having a back stop of non-urgent jobs.</li> <li><input type="checkbox"/> Market locally to reduce travel times and improve scheduling efficiency.</li> <li><input type="checkbox"/> Grow your sales to maximise the fixed costs on your business.</li> <li><input type="checkbox"/> Choose profitable market niches rather than price competitive jobs.</li> <li><input type="checkbox"/> Proactively market your business to increase your choice around clients and jobs. Work with the higher profit clients and sack the low profit clients.</li> <li><input type="checkbox"/> Regular van &amp; workshop stock take to minimise stock on hand</li> </ul>

