

# Price Strategy Table

(an example for a commercial cleaning industry)

Segment	Classification	Price Suggestion		
<b>Financial Objective</b>	Factor in how to achieve growth, attract investors, and expand brand message.	Base price: \$75.00/hour or \$0.50/sq. Ft.	Price increase of up to 20% per year	Low prices lead to more work hours
<b>Customer Value</b>	Set prices that attract ideal clients and portray the quality of product/service. Prices represent the brand and creativity of the business.	Upsell bundled items if available for higher ticket sales.	Market your best selling item/service the most.	Improve craft and quality on a quarterly basis.
<b>Internal Factors</b>	Focus on improving production and streamlining CRM. Regularly perform a SWOT analysis to overcome challenges.	Revenue should cover overhead expenses.	30% of income will go towards overhead expenses.	Pay bills at the beginning or end of the month.
<b>Growth Objective</b>	Review internal productivity and monthly cash flow to be sure business is on pace with industry performance.	Business should reach a 3% growth rate yearly.	Analyze market performance and customer purchase power.	Get used to increasing prices on a yearly basis.
<b>Professional Development</b>	Invest in business coaches, consultants or advisors to help gain insight. Regularly research industry specific advancements.	Price models also include industry expertise.	Change mindset from employee to CEO	Always focus on competitive advantage.