

COURAGEOUS SALES MASTERCLASS

with Dr. Nadia Brown

*Courageous
Pricing*
PART II



WORK SHEET

What is your intention for today's training?

**Burnout is defined as: exhaustion of physical or _____
_____ or motivation usually as a result of prolonged
_____ or _____ .**

Identify all of the hats you wear:

What comes up for you when you consider increasing your prices?

Key #1

_____ is a LIAR!

Who is your ideal client?

Key #2

Remember the _____ you provide.

How are people different as a result of working with you?

What impact does that have on their life, health, business, family and/or relationships?

Pause and consider the ripple effect that occurs when just one person experiences transformation through your work.

Key #3

Know your _____.

What is your revenue/sales target? _____

Do Your Numbers Add Up?

Sales/Revenue Goal: _____

Offer: _____

Investment: _____

Sales (Revenue) Goal/Investment = _____

Exercise: Know Your Numbers

How much time does it take for you to deliver your product or service?

Who else is involved and how much do you pay them?

How much do you pay yourself? _____

Are there any hard costs (i.e. welcome gifts, retreats, meals, books, access to software, etc.)?

What systems or software are required to deliver this program or service?

Homework + Next Steps