



Perfect Pricing Strategy™ Playbook

Triple your Profits in 90 Days.

Backed by over 62,000 hours of business analysis, over 15 years.

Welcome to the Perfect Pricing Strategy Playbook

Whether you're just starting out or looking to refine your approach, this guide will provide you with essential insights to understand and enhance your pricing strategy.

While this playbook offers valuable stand-alone guidance, **partnering with us will accelerate your success**, offering personalized insights and strategies tailored to your unique business needs.



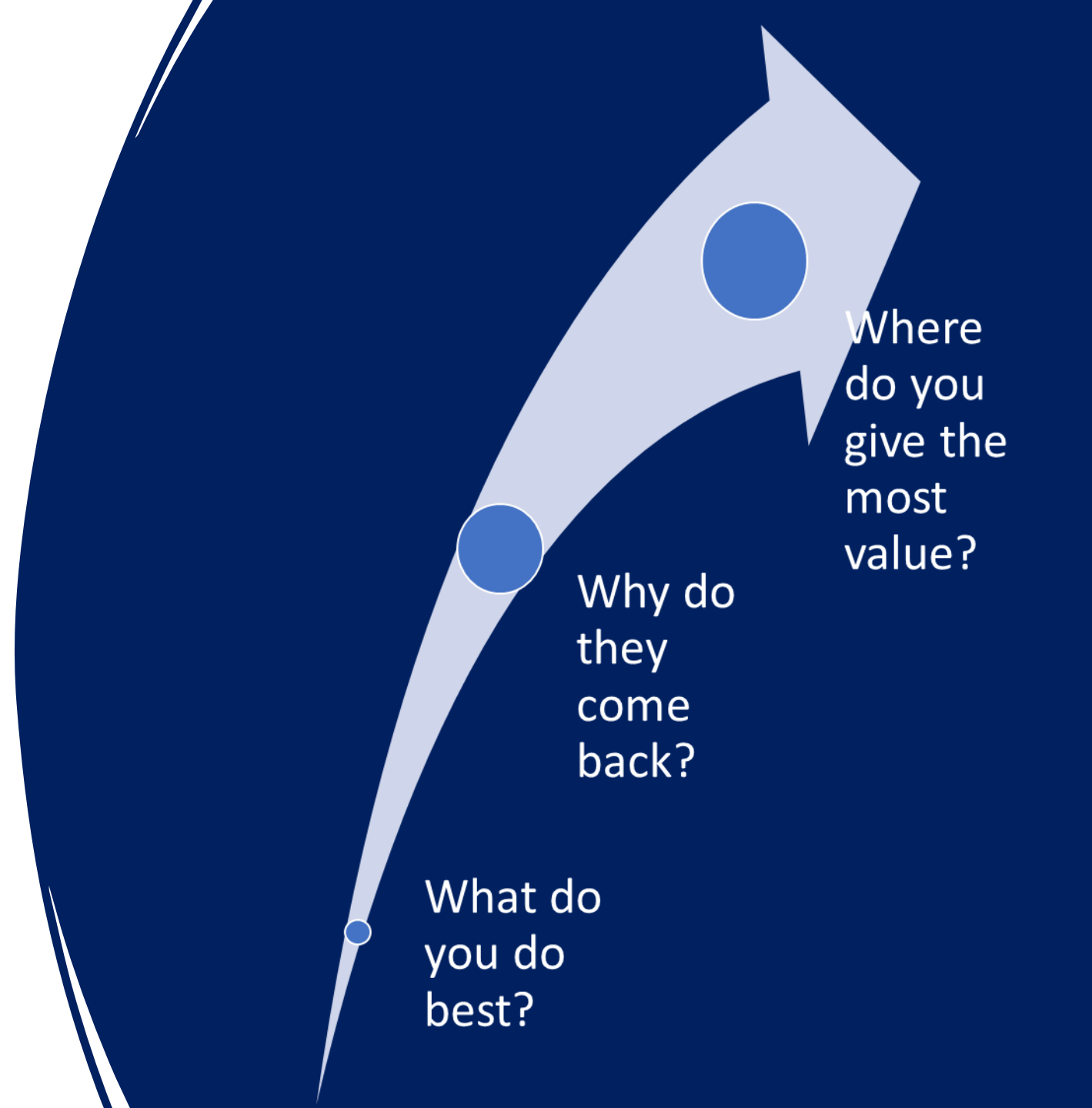
Step 1: Buyer Blueprint

Discover your Customer-Value - What makes your business unique to your customers?

Ask yourself a series of questions to identify the key value that make your offerings stand out.

- These are the things that keep your best customers buying from you time and time again.

While this can work as a DIY task, our expertise helps uncover **hidden strengths** that supercharge your pricing strategy.



Step 2: Profit Optimizer

Beat the Competition - Understanding your costs in detail and how they affect pricing is crucial.

Build yourself a comprehensive cost model and analyze your competition. Remember to account direct vs indirect costs, and chargeable hours.

Tackling this on your own can be **overwhelming**. **Let us help you**. With heaps of analysis experience, we get fast, accurate, strategic insights for your business.



Step 3: Pricing Pathfinder

Your Pricing Strategy - Combines job profit, customer insights, and competitor analysis to maximize pricing power.

Develop a pricing strategy that optimizes value over prices. Think through pricing tiers and high-value packages.

Fine tune for profit using customer-value buying psychology.

In my experience **most business owners struggle** with this step (including me) because we are too close to our own business. It's really hard to see it from a customer point of view.





Step 4: Results Test Lab

The real test of any pricing strategy is in how it's presented. How you implement new prices will have a massive impact on how successful you are.

Start small and targeted. Highlight the value you discovered in earlier steps. Test, and refine, measure results and make small changes.

Our expertise **accelerates this process**, reduces risk, to ensure maximum success.

Work with me to achieve optimal pricing with less risk and faster results.

Maximize Your Profits with Expert Guidance

While this playbook provides a solid foundation, partnering with our experienced team offers you customized strategies and ongoing support to ensure you achieve and exceed your profit goals.

Contact us today to see how we can help transform your business pricing strategy together.

Book a 15 min clarity call.

<https://www.lucrature.com/book-an-appointment/>



Get Results Faster With Our: Bank Balance Booster Package - at least \$20k in 90 days, Guaranteed

1. Buyer Blueprint (Step 1)

- Uncovers why clients choose you, revealing the path to higher-value sales.

2. Profit Optimizer (Step 2)

- Comprehensive financial analysis reveals profit gaps.

3. Pricing Pathfinder (Step 3)

- Combines profitable jobs, customer insights, and competitor analysis to maximize pricing power.

4. Impact Test Lab (Step 4)

- Tests pricing hypotheses to refine strategies and maximize profitability.



Additional Products

Smart Quoting Wizard (\$3,500)

- Instant simple job quoting with profit built in for accurate pricing.
- Tells you exactly how much you bank from each job.
- Powerful negotiation support tool.

Competitor Crusher Matrix (\$5,000)

- Reveals competitor pricing strategies and positioning for a strategic edge.



Don't go it alone, I'm Here To Help



Email with questions you
have
bhoran@lucrature.com



Book a Call [Perfect Pricing
Strategy Session](https://www.lucrature.com/book-an-appointment/) -
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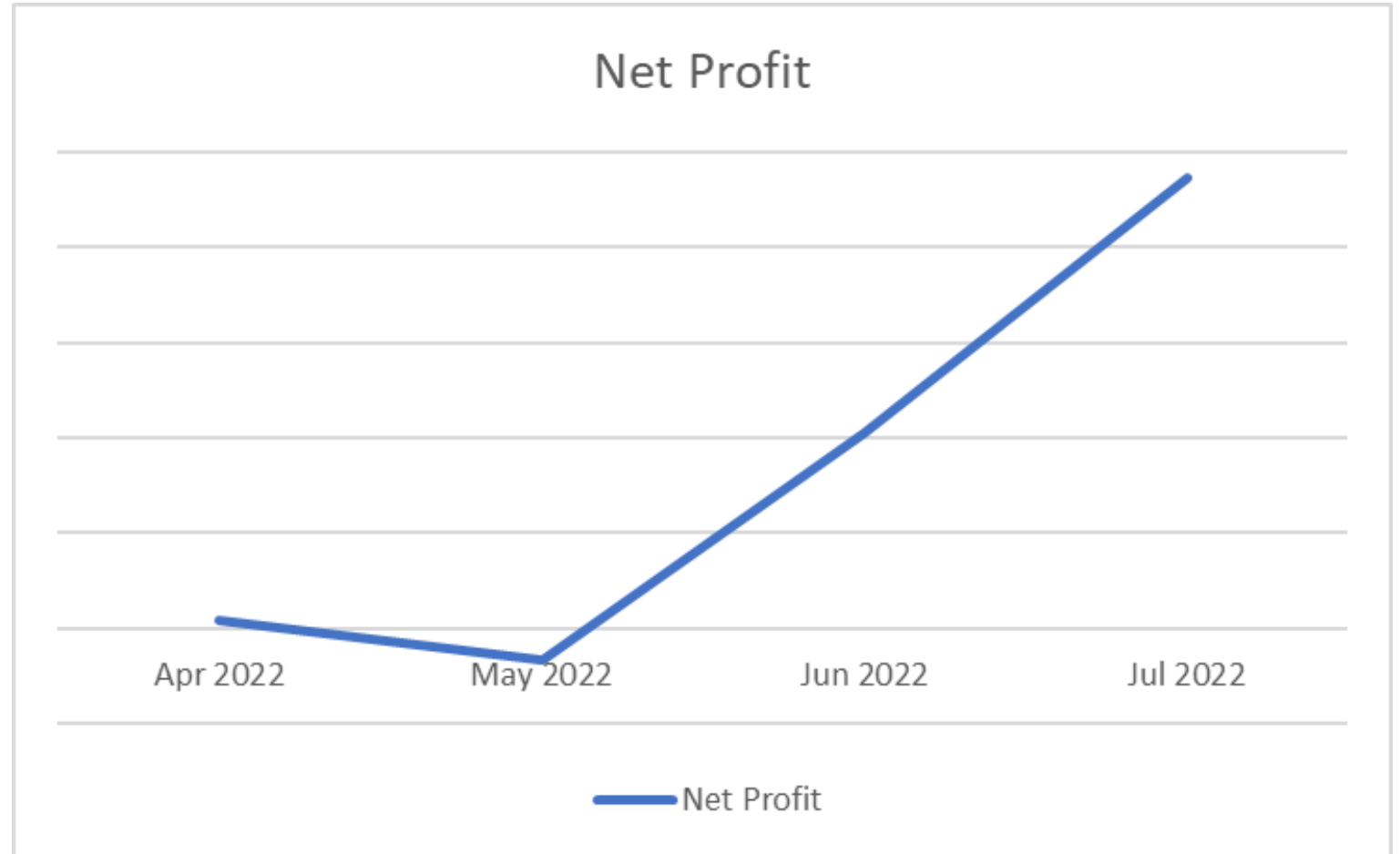
Real Results

Whilst results are different for each business owner depending on your own circumstances here are some recent results:

- Commercial Cleaning – 100% increased profit for new customers with value menu pricing.
- Construction Trades – 3 times more profit by creating value-based package deals.
- Construction Services – 5x increase in profit by combining the Perfect Pricing Strategy with our Profit Growth Framework™.

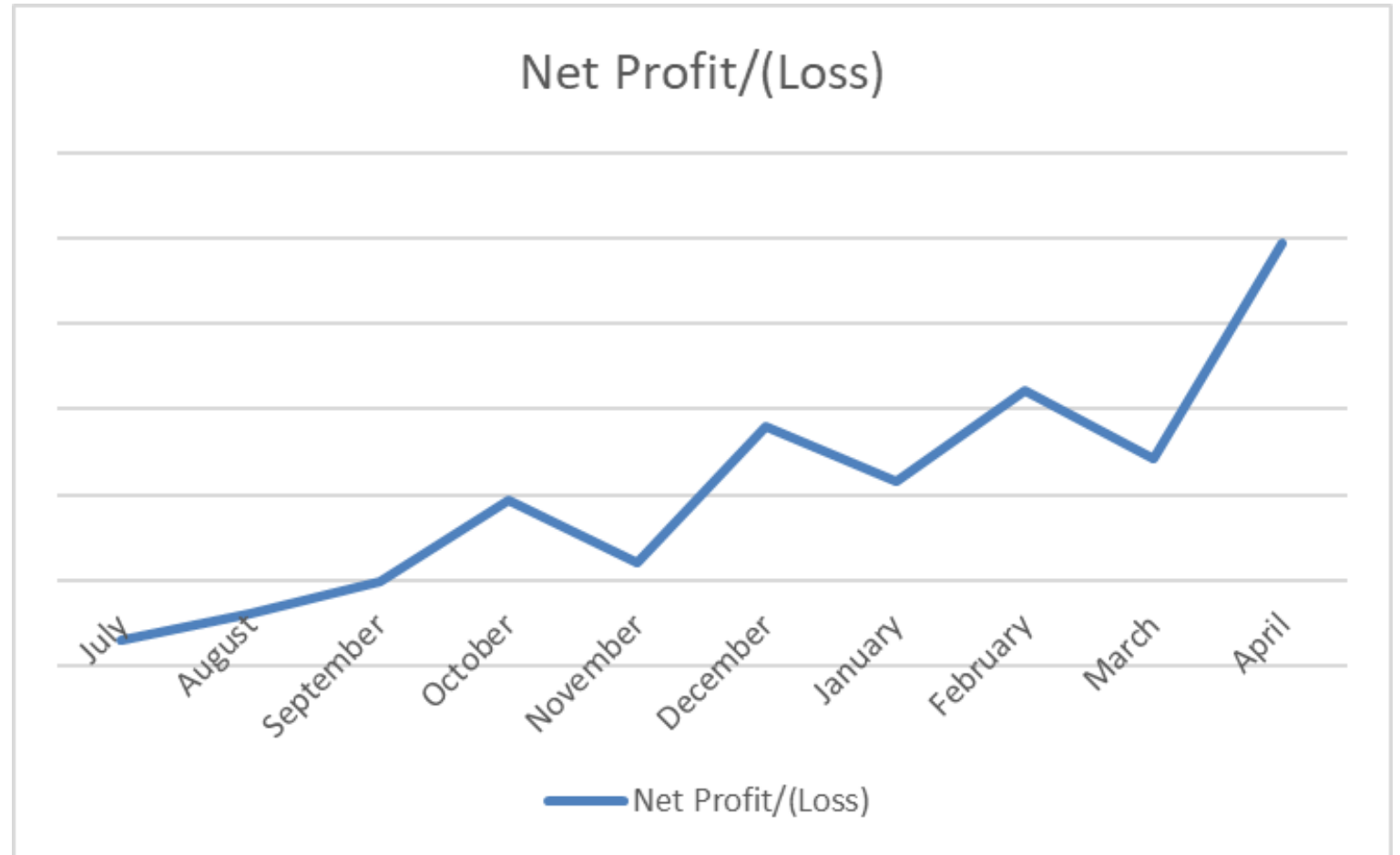
Results – Drainage and Plumbing Business

Repackaged existing
services to add more value
and reduce cost:



Results – Waste Management Business

Realigned prices to costs,
reduces excess capacity,
added a new service:



Brought to you by Brad Horan

Please reach out to me with any questions



Email with questions
bhoran@lucrature.com



Book a Call
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Financial Peak Performance Foreword

Goals - Top Down
↳ Ultimate Customer Value
↳ Direction
↳ Actions



MIS - UCV measurement
- Revenue generation
- Cost/Service production

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8. KPI

③ Active Mgmt - team clusters
- Support
- Bottom up
↳ Actions
↳ ownership

