

Defence Your Prices Like a Pro!

**Know what to say, when a client tells you ,
your services are too expensive.**



My Price Defense Statements

Fill out this worksheet and keep it handy for every walkthrough. Having your answers ready will help you win the job without lowering your price.

1. My Two Simple, High-Impact Add-Ons (Examples: inside microwave, linen reset, something that will take 5-7 minutes. Describe your add-ons in details, so your client would know what to expect).

2. My Strongest Differentiators (Use Visual Comparison Chart from the Checklist)

3. My Brag Lines (Think about your business record and what are you proud of the most)

4. My Reframing Statement for Price Comparisons (“Many of my clients felt the same—until they experienced the difference in quality, tools, and reliability I provide.” (That is the window for you to showcase your work and clients’ reviews) Write down which before & after photos and testimonials you need to prepare for this presentaion)

5. My Mini Offer (Without Discounting). Create your irresistable mini offer for **your regfular price.**” Let’s start with one regular visit at my standard rate, and see if I’m the right fit for your home.” Include one / two small add-on in the first visit to make your value visible.

This checklist with your answers can be used not only for your first in -person and over the phone consultaions , but also for your promo campaigns and in your Welcome Packet to adress any objections your potential clients may have against hiring you.