



Win the Job

Without Lowering Your Price—

Even If the Last Cleaner Was Cheaper

Your Practical Checklist: 5 Justifications for Your Price
to stop the bidding war once and for all- and to win a client over!
(use this guide together with “My Price Defense Statements” Worksheet)

Win the Job—Without Lowering Your Price

Even If the Last Cleaner Was Cheaper and the Client Is Hesitating

Don't get caught off guard when a client says, '**That's more than my last cleaner!**' Instead of defending your price, **demonstrate your value**. This checklist gives you ready-to-use talking points and strategies so you can confidently win the job—and get paid what you're worth. Take it with you for your every walkthrough, it will help you to be prepared for unprepared.

Why This Matters: Lowering your rate sets the wrong tone from the start. Don't agree to less money, instead, offer more value for what you ask! The right clients **will happily pay your price when you show them why it's worth it**.

Understanding the Client's Mindset

When a client says, '**My last cleaner charged less,**' they are making a direct price comparison—but notice something important: they are not praising the quality of that cleaner's work. In fact, that cleaner is no longer working for them (!). This means that price alone didn't keep the relationship going.

Often, this statement is more of a negotiating tactic than a true objection. The client may sound categorical, and you might feel like they've already made up their mind to seek cheaper alternatives. However, the battle is not lost.

With the right argumentation and by demonstrating the results of your work, you can **shift the conversation away from price and toward value**. This is where your preparation matters.

The Power of Proof

Always be ready to show tangible proof of your service quality. The best way is to carry a tablet, but even a phone can work, loaded with **photos of your work** paired with **online testimonials**. Pictures are worth more than a thousand words—especially when a client can see exactly what they will be paying for.

When a client understands they're paying for premium-quality service, the question of price often becomes irrelevant.

The Checklist: 5 Justifications for Your Price

1 Offer Two Simple, High-Impact Add-Ons

Examples: inside microwave, linen reset, quick baseboard wipe. Keep them easy & fast, but make them feel premium.

2 Highlight Your Strongest Differentiators

Eco-friendly or pet-safe products, professional-grade equipment, reliable one-person service—no rotating staff, appointment reminders & scheduling system.

3 Use Your Brag Lines

“I’ve completed thousands of solo appointments—so you always know who’s coming.” “I offer consistency, clear communication, and a custom experience.”

4 Reframe the Price Comparison

“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)

5 Give a Mini Offer Without Discounting

“Let’s start with one regular visit at my standard rate, and see if I’m the right fit for your home.” Include one small add-on in the first visit to make your value visible.



Bonus: Visual Comparison Chart

Feature/Service	Me	Budget Cleaner
Same pro every time?	✓	✗
Appointment reminders?	✓	✗
Eco or pet-safe supplies?	✓	✗
Custom add-on options?	✓	✗
Online booking/tracking?	✓	✗

Final Tip

This isn't about being the cheapest—it's about being the most valuable. The right clients choose you for what you bring to the table, not for shaving a few dollars off your price.



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