

# PURE MOTIVE SERVICE QUOTES & FIGURES

from Joe Crisara's What Should We Do?



SERVICE MVP<sup>SM</sup>

## THE SCIENCE OF PRICING

START WITH PREMIUM	
Good-Better-Best Upselling Model (Show economy option first)	Premium-Midrange-Economy Model (Show premium option first)
<p>\$200 - 60%</p> <p>\$400 - 20% — 40%</p> <p>\$600 - 20%</p> <p>x 100 calls = \$32,000</p>	<p>\$600 - 30% — 80%</p> <p>\$400 - 50%</p> <p>\$200 - 20%</p> <p>x 100 calls = \$42,000</p>

When presented with premium-midrange-economy pricing, 80 percent of clients will select either the premium or midrange option versus only 40 percent choosing those options when presented with good-better-best pricing.

THREE LEVELS	SIX-OPTION DIFFERENCE
<p>\$1,500</p> <p>\$1,200</p> <p>Premium</p> <p>\$800</p> <p>\$600</p> <p>Midrange</p> <p>\$400</p> <p>\$200</p> <p>Economy</p>	<p>Premium — 15%</p> <p>Midrange — 74%</p> <p>Economy — 11%</p> <p>89%</p> <p>x 100 calls = \$74,100</p>

If you offer six options—two premium, two midrange, and two economy—the conversion rate is 77 percent higher than it is when clients are offered just three options.

# THE CONFLICT

## Between Clients and High-Level Service Pros

### The Uninformed Client's Buying System

Provider diagnoses only the immediate problem

Fixes only the immediate problem so it's cheap

Client negotiates the lowest price possible

Client pays only what they think is fair for fixing problem

Holds provider accountable for future problems

### The Pure Motive Service Provider's System

Provider diagnoses the entire system and the problem

Offers a range of premium, mid, and economy solutions

Allows the client to choose the solution they like best

Completes the work on client's choice of solution

Client is accountable for the choice they made

The Pure Motive Service system was designed to overcome the eternal conflict that occurs between a poorly informed client and a high-level service professional. This graphic shows you the (big) difference between an uninformed client's buying system and the Pure Motive Service provider's system.

# THE DANGER LINE

## Competition

- ⊖ Competitors, landlords, or relatives who could mess up the call
- ⊖ Bad reputation of previous provider

THE DANGER LINE

## Compliments

- ⊕ Your company and the reason the client called you
- ⊕ Your company's good reputation

The Danger Line is a way to test each opportunity to see if a third party lurks in the background who could mess with a client call before you create a solution. It's also a way to make sure clients can see a clear difference between your company and your competitors.