

# 7 Ways to **Raise Your Prices,** Without Lowering Your **PROFIT**

An eye-opening investigation into 23 years of research and facts, testing price rises, and measuring the results, with 500+ unique businesses



Written by

Tim Stokes  
Managing Director

**Profit Transformations**

[www.profittrans4mations.com.au](http://www.profittrans4mations.com.au)

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# The 7 Ways to Raise Your Prices

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**You may only need one of these methods so the good news is,  
you have 7 to choose from!**

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## You Almost Certainly Need to Consider Raising Your Prices if...

- ✓ You *haven't* raised them in over 12 months
- ✓ You win most of your sales because you offered the lowest price
- ✓ You employ 3 or more people full-time and you *aren't* paying yourself 50% more than any of them
- ✓ You struggle with having enough cash in the bank, or time in your day
- ✓ Your conversion rate of *quote to sale* is over 50%

### ***How many the ticks (above) apply to you?***

**1** – You *probably* need to raise your prices soon, (keep reading to find out how)

**2 to 3** - You *definitely* need to raise your prices

**4 to 5** – *I feel for you*. I'll bet you're frequently *stressed* about a lack of cash, money is tight and you're probably letting people down with late payments.

Read every word of what's coming in this book! Its time you crossed the bridge to super success.

# The 7 Ways to Raise Your Prices

## 1. The Ballsy Method

Why is the *first* way called that?

Because this way does requires balls.

Let's face FACTS. The reason you're reading this book is because you either *need* to raise your prices because you're way *overdue*, or you are **scared** to, (and also need to), or you want to know how to, without taking a **big risk**.

First, let me remind you of a well-known principle...

**FEAR** stands for...

**F**alse  
**E**vidence  
**A**ppearing  
**R**eal

*Fear*, the majority of the time, is simply the result of an *assumption*.

Are you absolutely certain you will lose *all*, *half* or a **BIG** percentage of your customers if you raise your prices? **Would you bet** \$1,000 on being right about how many customers you will lose or, that it would be a **BIG** percentage loss of your customers or future sales?

The truth is, when I ask this question (and I have to over 1,000 *experienced* business owners), no one is willing to bet the \$1,000. That's the evidence they are nearly always *assuming* they will lose the customers.

Sometimes business owners share an experience of losing some customers just after a previous price rise and yes, it can happen, but the **FACTS** I will reveal to you in this **REPORT** will counter-act the fear of history repeating itself, or at the very least reduce the fear to mild apprehension.

So the *Ballsy Method* of raising your prices is where you simply increase all your prices by 10%, or at least 5% next week. Believe it or not, this method has been one used by over 267 clients, with zero loss of profit for any business!

What's incredibly interesting is that 99% of all those clients believed they would lose profit, or at least customers and sales.

Did I state you wouldn't lose any customers?

Check above and you'll see I *didn't*.

I said you won't lose any PROFIT.

Let me propose something to you...

If in a few short weeks from now, you had *less* customers but saw **more profit** and more time... would you be *unhappy* about it?

That's the CRITICAL Million Dollar question!

So what if you lose some customers due to the price rise, but afterwards have more profit and **cash in the bank** and more time (because you aren't servicing as many customers), isn't that *a better outcome*?

The KEY is, the PROFIT you are making is the most important thing to you right now, is actually not how many customers you have.

This is what the **science of numbers** in business is all about and you've got to know the numbers.

More on that later (as I've only touched the very tip of the iceberg on this strategy and how to introduce price rises risk free). Now that I've got your attention, let me introduce to the next way to increase your prices that has much less FEAR about it...

## 2. Inch by Inch, it's a Cinch!

This is such an awesome *quote!* And so true.

I've used this principle hundreds and hundreds of times in sales, marketing, price rises to name a few. It has produced *awesome* outcomes in dozens of situations in my own business and with hundreds of clients' businesses.

If you aren't keen on the "*Ballsy*" method of raising your prices by 10%, then this one will definitely appeal to you.

This is where you introduce a 2% or 3% price rise initially and then a few months later do it again.

No one really notices a price rise, unless you've made them focus on price as their reason for buying. And a LOT of business owners do. Believe it or not, the consumer rarely has a price focus, until the business owner or salesperson starts focusing on it.

The key to remember is...

*"People buy on **value** or **affordability**, not on price alone"*

### 3. The “Nothing to Lose Strategy”

Time for a *super* important question...

What’s your business’ **Net Profit Margin**?

The Net Profit Margin is the percentage of Net Profit your business operates with (over a financial year).

To find out, if you don’t know the figure – and you should, divide your Total Annual Income by the Net (or Operating) Profit.

For example, if your business had an annual Total Income of \$700,000 and your Net Profit for the year was \$35,000 then if you divide \$700,000 by \$35,000 you get the answer 5, or 5%. Or if you prefer, on a calculator type in  $35,000 \div 700,000 =$  and the first 2 figures are the percentage, which in this case would be 5.

So what’s your business’ Net Profit Margin?

Definitely go and find out, as this is the **MOST important figure** you can know for *your* business. YES, even more important than your phone number because if it’s low (under 15% when annual income is \$700,000 or higher), you will nearly *always* have **cash shortfall issues!**

If your business’ Net Profit Margin is under 10% - then you are almost certainly making a LOSS on some services you sell, because to *average* 10% there is a *range* that probably goes from negative 5% to positive 15% Net Profit Margin (based on reviewing hundreds of business’ P & L’s and accurate measuring using our unique measuring tool).

Obviously the lower a business’ Net Profit Margin, the more services they have to be selling at a loss. Yes, selling or the sales price is where the biggest losses are in a business. The sales price sets up a lost because *all* costs in the business aren’t covered from the sales price on the service!

If that’s the case, you’ve got nothing to lose by raising your prices on the *negative* profit margin services as you are losing money every time you carry out that service!

How do you know any service or individual sale is **negative** in Net Profit Margin?

That's another Million Dollar question I'd love to answer, but that requires advanced measuring wisdom and special tools to measure your service work. That's not a 5 minute answer, or requires an hour or two of analysis of your P & L and then our unique measuring tools and training, and that's all part of our advanced training course... *The Academy of Business Mastery*.

In the Course you get our P & L Analysis tool to determine your minimum sales price to achieve a specific Net Profit Margin (ideally 15% or higher) and our amazing "Production Report" tool - refined over 15 years working closely with hundreds of business - to precisely measure the Gross and Net Profit Margin of every service you carry out. It's a "no-brainer" using it to identify where you are making good margins or losing money by selling services at a loss.

Dozens of our clients have **doubled their Net Profit in just weeks** using it.

If you raise the prices of negative Net Profit Margin services, you've got nothing to lose because if you win the work your Net Profit Margin increases and if you don't then it still increases! And It doesn't get any better than that.



#### 4. Measure to Get the FACTS

You're no doubt familiar with ***the principle of measuring***, however there's a real science to it and only a handful of business coaches (and accountants) really know *what* to really measure, or even *how* to.

Marketing is *one* area to measure, but profit margins (gross and net) on every individual *service* your business carries out is where the GOLD truly is.

This is the one area I've found **MASSIVE profits** in **hundreds** of clients businesses (for over 15+ years). I've developed sophisticated tools to measure all services a business carries out, plus how to price everything a business sells with a specific Gross and Net Profit Margin.

What specific Gross and Net Profit Margin are you selling your business' services at, do you know?

I'll let you in on a little secret...

Less than 1% of all businesses actually sell their services at a specific Gross and Net Profit Margin. To do so, you must include salaries as a Cost of Sale on your P & L Statement (for a start) to accurately identify what the "minimum Gross Margin" sale price needs to be on anything you sell.

Unfortunately, this is where you'll have to look really hard to find someone to assist you and also to give you a tool to price your services, after reviewing your Profit and Loss Statement to adjust it to include all Costs of Sales.

**NOTE:** all of this critical information is all part of the Academy of Business Mastery – where all the measuring tools for pricing and measuring service gross margins is supplied (with training of course).

With every business I've introduced to measuring (with our tools), that has operated with a lower than 10% Net Profit Margin, the net profit has literally jumped by \$20,000 to \$400,000 in the next 1 to 6 months!

Can you see why measuring first is so essential to not just good management, but also profit margin increases due to confident decision making?

## 5. Get Busier First

Are you too *busy* sometimes, with *too much* work to do?

If so, that's *great* because you're *ready* to apply this strategy.

Just raise your prices now, by 5% to 10%.

*Why?*

Because if you're *too busy* and paying overtime rates, you're almost certainly making a LOSS on all those sales due to the higher cost of wages to do the work that you priced with *normal* wage costs.

Many businesses go into liquidation, often just after their busiest time, because they didn't make any PROFIT from all the extra work they performed.

Unfortunately the only ones making a profit at overtime is the tax-man with overtime rates!

If you're super busy, see if the cash balance in your bank account increases or decreases too. If it goes up, then you're probably operating your business with a decent profit margin. If it doesn't then you seriously need to review your profit margins (with labour/employee hourly rates included as a Cost of Sale).

If you are very busy and too busy to handle all the work (*pre-sold* service work), then why not raise your prices? If yours is in the 5% of businesses that operate with over 15% Net Profit Margin (with annual turnover of \$700,000 or higher), then you don't need to raise your prices.

If you're in the 95% of business owners, then why not consider a price rise?

All that might happen is... you lose *some* customers. But then you will **gain** a LOT more profit, while working less hours.

*Isn't that what you'd like to achieve anyway? If so, what have you got to lose?*

Look forward to the 'too busy' times ahead and if you can't wait for them to arrive, don't be passive about it, make it happen!

You can get "too busy" one of two ways...

- A) Generate a LOT more leads into your business
- B) Convert more leads into paying customers

Of the two choices, the one I like the best by far is option B.

You'd be amazed at how easy it is to increase **conversion rates** in business!

Thanks to 23 years of research, measuring over \$50,000,000 worth of paid advertising and conversion rates from Lead to Quote and Quote to Sale with 1,000+ businesses, it's become very obvious what strategies work and what don't to increase conversion rates in *any* and every service business.

Here's a simple one, just answer the phone on exactly 2.5 calls and say "Thanks for calling (your business name), this is (your first name)". And make sure you say it in a melodious tone of voice, not a *robotic monologue* one.

Try this for just 3 days and notice the difference in the way the person talks to you. ***I dare you!***

What you say on the phone in the first 2 minutes and beyond drastically affects your conversion rates!

By using this technique, it's not uncommon to see businesses jump their conversion rate by 10% to 20% in days. And that 10% to 20% increase in conversion rate will be the same increase in sales income per year.

With professional, experienced training on phone and face to face communication techniques it's very common to see 20% to 300% increase in conversion rates (with the same increase in sales income).

This is in any and every business, ***super competitive ones included***. Yours will be no different.

The strategies I've refined over 23 years are all supplied in the *Academy of Business Mastery* and some specifically in the *Winning Sales With Integrity* – one day training course.

In summary, the principle of the Get Busy First way of increasing your prices is to take away the *perceived* risk of raising your prices by creating a situation of having too many customers that create a problem and turning that situation into a profitable *opportunity*.

## 6. “Combination” Strategies

Combination strategies are where deliberately plan to increase your prices, risk free by *combining* strategies and implement 2 or 3 at the *same* time.

The previous way of raising prices was one example of this - however the point of using a “combination” of strategies is to make it all too obvious how simple this way is.

Combination strategies can be a combination of a price rise with any of the above, or the ones coming.

Just raising prices on their own as a strategy is very “sound”, however why not take all the risk out of it before doing it by combining the idea with a plan (i.e. another strategy or two or three).

Yes, a combination strategy can contain 3 strategies, not just one other. Keep that in mind as you read on.

## 7. Tell the Truth

People find it hard to argue with the truth. They almost *have to* accept it.

I've also had clients use this strategy a LOT with spectacular success. No loss of customers, no resistance to the new prices and a BIG jump in Net Profit instantly!

The principle is this...

In the vast majority of businesses that need a price rise (because the Net Profit Margin is too low and so are cash reserves), the truth is they are well overdue for a price rise, due to rising costs they haven't passed onto the customer with a price rise.

How long has it been since you increased your prices? How do you know how much you need to increase them by?

Do you know the exact percentage price rise that will add 5% to your business' Net Profit Margin?

This is such a poorly understood subject and virtually no one (business coaches, CFO's or accountants) is teaching it!

To give you an insight, a 5% price rise affects the Net Profit Margin differently, depending on what it already is before hand.

If the business was trading with a 4% Net Profit Margin and a 10% price rise on everything was introduced, then new Net Profit Margin will be a MASSIVE 14% (nearly triple the Net Profit)!

If the business was trading with a 15% net profit Margin, then a 10% price rise on everything would increase the Net Profit Margin to 23%.

Did you know about these radically different results? Has anyone ever talked to you about this critical subject?

I'd say not!

Getting back to this way of increasing prices, all you have to do is tell the truth to the customer, which probably needs to be said this way...

“Unfortunately we have had to introduce a price rise due to rising costs. We’ve absorbed costs over the last couple of years that we haven’t passed on, to the detriment of our cash flow, so we had to pass them on with a small X% price rise”.

That exact wording works! Don’t put it in writing, ring customers, or tell them face to face. If you have to vary it slightly so it’s the truth for your circumstance then do so as many people have a BS detector built in.

## But Wait, There's More!

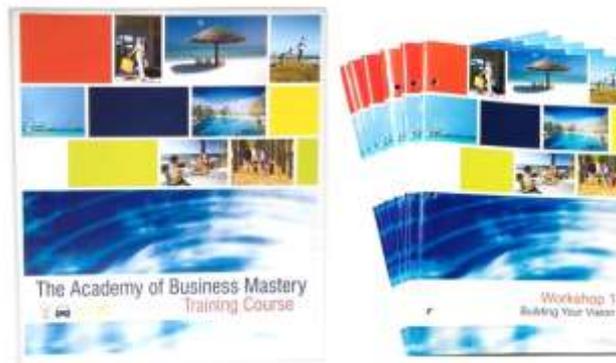
This book is all about *one* small but important subject. But would you like to learn high level “secrets” about dozens more strategies to increase your profits ... *without spending one dollar more on marketing?*

When you've spent 27 years of learning sales and marketing, and testing every strategy with 1,000+ businesses for 21 years, you learn extraordinary insights into what works and what doesn't.

Some of the strategies that have been learned are quite unique in the world and almost no one but the very best marketers in the world know or use these strategies. Take the “Combination” strategies above for example. Had you heard of this strategy before? Yes, it makes sense to use it, but very few people know how to and importantly when to apply this strategy because they simply don't have any experience with it.

There are so many strategies you can benefit from, and not just relating to sales and marketing. There are measuring strategies that are totally awesome, because they find “**profit opportunities**” that are invisible, until you know exactly what to measure in your service business.

These few strategies in this book are just the very tip of a large iceberg. The rest are all contained in an super practical, hands-on mentoring course called the **Academy of Business Mastery**.



The results from this 8 month hands-on training course are simply spectacular!

**The Academy focuses on increasing your business' Net Profit Margin by at least 7% to 15%+ to add \$50,000 to \$500,000+ to your net profit – in less than 12 months**

No other course or service in the world can make that claim, or deliver on it like the Academy of Business Mastery can. [Find out more here.](#)

## Recent AWESOME Results of the *Academy* Attendees

*M J United Plumbing & Drainage* a **plumbing** company (on the Sunshine Coast – QLD) cautiously attended the course (after wasting \$\$\$ on two business coaches). His turnover increased from \$750,000 to \$998,000 in the next financial year, while his net profit margin increased from 5% to 18%, adding over \$120,000 to his Net Profit (without spending one dollar more on marketing).

A **radiator** repair, service and manufacturing company increased the Net Profit Margin from 5% to 22%, adding \$298,432 to the Net Profit (in 7 months).

A **traffic control** company increase their Net Profit from \$875,000 to \$2,500,000 while the Net Margin increased from 21% to 32%.

A **fibre optic** service company – saw their turnover up from \$757,000 to \$1,487,000, while the Net Profit increased from up from \$63,000 to \$330,000 and net margin went from 8% to 22%.

A **plastering** company increased turnover from \$1.7Million to \$3.2Million in the 7 months. Net profit margin went from 1.6% to 11.5% - i.e. made \$204,800 more in net profit.

See actual business owners talking about their results here...

[www.profittransformations.com.au/testimonials](http://www.profittransformations.com.au/testimonials)

These are just *some* of the dozens of **awesome profit increasing results** our excited clients are achieving. All of them increased their prices using some of the strategies above and their Net Profit increases were spectacular!

There's a secret to these results they all have in common, not one of them increased leads or focused on that with any strategies. In other words, there was **ZERO** cost or financial risk to implement any of the strategies given to them.

**The BIG question I have for you now is...**

What Net Profit *potential* increase does your own business have, that is “untapped”?

*None* of our clients really believed there was much Net Profit increase potential in their business... until they personally witnessed it in their P & L Statements. That's the REAL proof of the improvement!

## What's Your Next **FREE Profit Increasing Step?**

You're at a fork in the road... *right now*.

You can do *nothing*, and work long hours, being controlled by your business, or take the profitable next step and watch your profits soar, all while your business work hard... so *you don't have to!*

### **REALITY Check Test**

Is your life as a business owner getting *easier*, month by month with more CASH in the bank and more time on your hands? Or, are you working for a full year with little change in your business' Net Profit and your take home salary?

***Want to Breakthrough Slow Growth and DOUBLE Your Profits?***

## You're invited to attend a Training Masterclass Webinar

Tim Stokes presents...

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**"5-Steps Our Business Clients Are Using to Double their Company Profits And Turn Their Employees into a Powerful Team, While Working Fewer Hours"**

[Claim My Spot Now!](#)

The Training Masterclass will show you ***the exact strategies*** traditional business owners have applied to enjoy Net Profit increases of \$50,000 to over \$500,000 – without spending \$1 more on any marketing.

This isn't some "new" method, these are the sort of results that clients of Profit Transformations have been achieving for over 21 years. If other business owners can, why can't you in your business.

Even if your business has a revenue of \$100,000 to \$10 Million, it's still quite achievable to DOUBLE your business profits in less than 12 months, or even 6 months if you're willing to work SMART.

**[Register Your Place in the FREE Training Masterclass](#)**

It's 100% quality, business building content with zero 'sales pitch'

## Who is **Tim Stokes** – CEO of *Profit Transformations*?

Put simply, Tim is a *researcher* into (extreme) business and life success. Thanks to 31 year of business experience building 7 different businesses and a 'street-smart' \$146,000 investment into education from some of the world's best marketers, entrepreneurs and success mentors, Tim only speaks from *real world* experience in any discussion on business success.



Ever seen an accounting firm recommend someone or a course on business success? It's a very rare occurrence, but you can see a list of **17** here....

<https://profittrans4mations.com.au/about/alliance-partners/>

Our accountant firm owners personally experienced the *Academy of Business Mastery* course before those testimonials were gladly given as they had to be certain what their professional reputation was endorsing was 100% top quality.

Tim is passionate about delivering all courses with the highest level of **integrity** and **quality** and also believes in the principle of "*paying it forward*" by giving business owners *quality* information to achieve by starting with a lot of *free* content.

If you're ready to find all the answers to your current and future challenges, check out the business courses on the Profit Transformations website. *You'll be so glad you did!*

[www.profittransformations.com.au](http://www.profittransformations.com.au)

