

## Reason no.7 - You're not communicating value properly

Hello! It's Janine, **The Pricing Lady**, back once again.

We're still working our way through that list of the **10 reasons You Struggle with Pricing**.

Today we're looking at **#7: Price is Only Relevant in the Context of Value**.

Oh, you're going to want to write that down. I mean it! Price is only relevant in the context of value. So if you're struggling with your pricing it just might be because you are not communicating value properly.

What do I mean by properly?

Well, if you're a **product based business** out there, chances are when you're communicating benefits, you're talking about functions and features, rather than really extracting the value that those functions and features bring.

If you are a **service based business** then probably we write about or talk about your value communication. You're talking about what you do and how you do it, rather than what the customer actually gets for it.

Now these things may seem like a fine difference but they are an important difference.

And here's **why**:

I worked for companies, many companies, over the years, often they were engineering companies. And as engineers we would like to do geeky things and create really cool things. And time and again I've seen this, in these businesses, I've also seen them in small businesses. We get so excited about what we're creating that we lose sight of the most important thing: **the customer and what they're looking for**. We design things for the engineering wow factor because it's cool, because it's close to our hearts. But all of these things while good, don't necessarily mean they're the right thing for the customer. So we always have to go back and understand what the customers need, desire or their wanted transformation is, in order to be able to understand what value communication to use.

There you have it! **Reason #7** why you might be struggling with pricing is because **you're not communicating value properly**. So sit down and think! Look at what you have! Think about what you say! How you can do it better!

If you like this, I encourage you to go to [www.thepricinglady.com](http://www.thepricinglady.com) and find out more about how you can work with me.

Until next time...enjoy pricing!