Sell the Package That Fits the Customer's Goal

THE BIG IDEA

Don't sell a service. Find out where the customer is, where they want to be, and what is in the way. Then price the path between the two.

Part 1: Find their goal

Let them tell you. Then use their words.

01 **Ask before you pitch.**
A short questionnaire asks what brought them in, how long it's gone on, and what it's cost them.

02 **Get three answers.**
Where are you now? Where do you want to be? What's in the way?

03 **Let them name the target.**
When they set the goal, the price comes from them. Self-serve frozen yogurt feels fairer than being handed a bill.

04 **Say it back in their words.**
What they think is in the way often isn't. Explain the real obstacle using their own language.

05 **Secret shop your own business.**
Send someone to buy from you. Owners are often horrified by what their team says.

> "We didn't change what we were delivering. We just changed the way we presented it."
>
> Alex Hormozi

Part 2: Tie the package to it

Their sales process took average revenue per client from $200 to $800.

01 **Package the path to the goal.**
A painter might say: four coats, this long, a weatherproof house by this date. Not just "painting."

02 **Price the whole road.**
One example: 45 weeks at $99 a week is $4,500. The price is tied to how long the goal takes.

03 **Back it with a guarantee.**
Promise the result by a date, with a remedy if you miss it. Only promise what you can deliver.

04 **Make paying early easy.**
Show the full price first. Offer 10% off for paying early, half now with the rest in installments, or a plan.

05 **Change the pitch, not the work.**
The delivery stayed the same. The presentation changed, and so did what customers spent.

DO THIS WEEK

- ☐ Ask your next 3 customers: where are you now, where do you want to be, what's in the way?
- ☐ Rewrite one package around the result, with steps, a timeline and a price.
- ☐ Add a pay-early option with a set discount, shown after the full price.

Ask on every quote: What does this customer want to be true when we leave?