

The image features a group of approximately 15 business professionals in silhouette, standing on a high-rise floor with large glass windows. They are engaged in various interactions, such as talking, looking at documents, and standing in small groups. The background shows a dense city skyline with several prominent skyscrapers under a bright, hazy sky. The lighting is warm, suggesting a sunrise or sunset, which creates a strong glow and casts long, dark reflections of the people and the city onto the polished floor in the foreground. A bright yellow rectangular banner is positioned horizontally across the middle of the image, containing the word 'Pricing' in a bold, dark blue font.

Pricing

Price the outcome.

“One thing you lack: go and sell all you possess and give to the poor, and you will have treasure in heaven; and come, follow Me”

—Mark 10:21

“The Spirit of the Lord is upon Me, because He anointed Me to preach the gospel to the poor. He has sent Me to proclaim release to the captives, and recovery of sight to the blind, to set free those who are oppressed, to proclaim the favorable year of the Lord.”

—Luke 4:18-19

Offer results for every claim.

“Go and report to John what you hear and see: the blind receive sight and the lame walk, the lepers are cleansed and the deaf hear, the dead are raised up, and the poor have the gospel preached to them.” (Matthew 11:4-5)

Be confident in your offering.

- What was Jesus “selling”?
- Price reflects your confidence in your service/product.
- Marketing vs. manipulating
 - You must be confident in what you’re selling to be a good steward of your work as a salesperson.
 - You can grow your confidence by learning more about what you’re marketing.

Price fairly.

“A false balance is an abomination to the LORD, but a just weight is His delight.”

—Proverbs 11:1

- Wanamaker’s price tag
- Price the product/service—not the customer.
- Don’t lie or exaggerate “limited time” offers.
- Price fairly to yourself and your company.
 - Know your unit economics.