

CUSTOMER WILLINGNESS TO PAY

How to use pricing to
boost your sales



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M A R I K A P Ä I V Ä N I E M I

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CUSTOMER WILLINGNESS TO PAY:

How to use pricing to boost
your sales

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MARIKA PÄIVÄNIEMI

PRICING EXPERT

My 15+ years of professional journey includes simplifying complex pricing concepts and creating pricing structures that aren't just digits. Throughout my career, I have held key roles in product management and marketing within diverse sales teams, gaining invaluable insights into both the B2B and B2C segments. This extensive experience has provided me the deep understanding of the delicate balance between hitting revenue targets and nurturing long-lasting customer relationships.

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INTRODUCTION

In the dynamic world of business, where consumer preferences shift constantly, and market landscapes evolve rapidly, understanding pricing as a tool can be the difference between success and survival.

Understanding the customer mindset

Understanding customers is crucial in setting effective prices. The first 2 chapters explore the factors that influence how much a customer is willing to pay and why it's essential to consider. Businesses can develop more advanced pricing strategies by having a solid understanding of how customers perceive value.

Analytics and insights

Having a good understanding of the customer's mindset is the foundation for making data-driven decisions. Chapters 3 and 4 will introduce you to effective frameworks for measuring willingness-to-pay and will explore the concept value perception and how it influences purchasing behavior. You will be able to immerse yourself in the analytical aspects of pricing, where insights lead to strategic actions.

Practical applications in pricing

In chapters 5 and 6, we present practical tools and strategies to optimize pricing for improved sales. You can learn actionable techniques to increase a customer's willingness to pay and understand the art and science of price discrimination. Whether you're refining existing pricing strategies or creating new ones, this section provides valuable guidance for hands-on pricing tactics.

Every chapter has questions for you to consider, helping you apply what you've learned to your business. And by the end, you'll have a clear roadmap to find new chances to earn and make customers happier. This book also contains a practical framework that you can use to integrate customer willingness to pay into your pricing strategy.

Who should read this?

Whether you're new to this topic or have been in business for years, this book guides, inspires, and strengthens your approach. Dive in to see how pricing can help grow your sales!

“Perceived value shapes willingness to pay driving sales through strategic price discrimination.”

Put your pricing strategy in the fast lane with "Customer willingness to pay: How to use pricing to boost your sales"- the perfect guide to help you understand the customer mindset and make the most out of your pricing strategy. This comprehensive book covers every aspect of understanding customer willingness to pay to creating a pricing structure that resonates with customers.

Every chapter includes questions to consider to ensure you apply the lessons to your own business, and a clear roadmap at the end helps map the path for your success. Plus, a practical framework to integrate customer willingness to pay into your pricing strategy allows you to craft unique, delightful offerings that your customers will buy.

Whether you're new to the topic or have been in business for a while, this book provides the insight, framework, and questions you need to maximize sales and create the perfect pricing strategy. Get the knowledge you need now to become a pricing pro!



MARIKA PÄIVÄNIEMI is an inspiring author and pricing expert who possesses over 15 years of professional expertise in streamlining complex pricing concepts and designing profitable pricing structures.

Her profound knowledge in product management, marketing, and sales across both the B2B and B2C sectors has allowed her to acquire a gentle balance between gaining revenue targets and forming strong relationships with customers.

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