MODULE 5: PRICING, PACKAGES AND PROPOSALS

Your all-in pricing audit

Lesson: Showing prices online: all-in pricing and the drip pricing rules · about 15 minutes

Work through every place your prices appear and make each one attainable.

Your business (name, service, main city):

1. List every place a price for your services appears, online and offline.

2. For your three most common services, list every charge a typical client pays on top of the advertised price, before tax.

3. Mark each charge as mandatory, optional or imposed by law. For each mandatory one, write the new all-in price.

4. Rewrite your main advertised price with the correct HST wording.

5. **Write a one-line transparency statement you could add to your pricing page.**

6. **List the templates (quote, contract, invoice) you must update so they match the new prices.**

Check: can you now

- Explain the drip pricing rule in the Competition Act and the HST exception
- Identify mandatory fees in your own pricing that must be folded into advertised prices
- Rewrite an advertised price so it is all-in, clear and attainable

One change you will make this week