MODULE 5: PRICING, PACKAGES AND PROPOSALS

Set your pricing policies

Lesson: Discounts, deposits, off-peak rates and add-ons · about 15 minutes

Use these exercises to write the rules that protect your margin before a client asks.

Your business (name, service, main city):

1. **Using your most popular package, calculate the extra bookings needed to break even on a 10 percent and a 20 percent discount.**

2. **List the situations in which you will offer a discount, and the amount for each.**

3. **Identify your peak and off-peak dates and write a published rate for each.**

4. **Write your payment schedule, with amounts for your most popular package.**

5. **List three to five add-ons with price, direct cost and the expected share of clients who will take each.**

6. **Note the clauses in your deposit and cancellation terms that you will ask a lawyer to review.**

Check: can you now

- Calculate how many extra bookings a discount requires to break even
- Design published off-peak rates that fill empty dates without training clients to haggle
- Write a payment schedule, add-on menu and discount policy for your business

One change you will make this week