1. Prevent It Before You Say the Price

Find the obstacles first. Then say your price once, clearly, and let it stand.

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1 Ask about the obstacles early (before the price)

Question	Example (Fatima, wedding photographer, Casablanca)	Their answer
Date + how much is left to plan?	Budget $500? Know before the hour	
Budget range for this?		
Who else is part of this decision?	Parents pay (1 couple in 5): 2nd short meeting	
A bad experience before?		

2 Let them put a value on the result

Ask: "What would it mean if [the result] went wrong?" Example answer: "We can't redo the day." Now the price is compared with the result, not with the competitor's $700.

My answer:

3 Present your best package, say the price, then stay silent

Best package shown first (Fatima: full day, $1,200: 10 hours, 2 photographers, album, online gallery)	[ ] Yes [ ] No
Price said once, clearly ("That's twelve hundred dollars.")	[ ] Yes [ ] No
Stayed silent and let the buyer speak first	[ ] Yes [ ] No

4 If they decline: offer less, not cheaper

Item	Full package	Smaller package	Mine
Price	$1,200	$850	
What is included	10 h, 2 photographers	6 h, 1 photographer, gallery	
What is left out		printed album	
Share of the value kept	100%	about 90%	
Price per hour / unit	$120 an hour	about $142 an hour (not lower)	

Examples only; results vary. General business education, not financial, legal or tax advice.
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2. The Four Price Objections: What to Say

Write your own answer to each one. Practise it out loud until it sounds like you.

1 "I can't afford it."

Don't argue, don't drop the price. "That's completely fair. Putting money aside for a moment, is this the right fit for you?" No: ask what's missing. Yes: fund it (deposit now, balance later; start smaller; smaller scope). Never the same thing for less.

My answer:

2 "Someone else is cheaper."

"Good question. Why aren't you going with them?" or "If we were the same price, which one would you choose?" Let the buyer explain your value. Kwame (Accra): freelancer $250 a month vs his $400: no night support, no backup, no written plan.

My answer:

3 "The setup fee is too high."

Offer A or B. A: pay the setup fee ($600), month to month, cancel any time. B: setup fee waived with a 12-month commitment; cancel early and the fee is due. Never waive a fee and get nothing back.

My answer:

4 "I need to think about it." / "I want to shop around."

"Of course. Which part are you unsure about?" Send one proof for that exact doubt (testimonial from a similar client, side-by-side comparison, short case study) and set the follow-up time before you leave the call.

My answer:

5 Avoid

Matching a competitor's price	[ ] Yes [ ] No
Waiving a fee with no commitment (a discount with a different name)	[ ] Yes [ ] No
Giving up after one no (find the true reason, solve it, ask again)	[ ] Yes [ ] No

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3. Track Two Numbers Every Week

Close rate when price comes up, and discount rate. Cut scope, never price.

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1 Weekly tracker

Week	Price came up	Closed	Close rate	Deals	With anything off	Discount rate
1						
2						
3						
4						
5						
6						
7						
8						

2 Worked examples (illustrative)

Hook	10% off, 30% margin: $30 -> $20	To stand still	sell 50% more (30 / 20 = 1.5)
Fatima before	30 consults, 8 closed, half discounted	Fatima after	11 closed, 0 discounted
Before	about $9,100 a month	After	6 x $1,200 + 5 x $850 = $11,450
Kwame discount rate	8 in 10 -> 1 in 10	Kwame close rate	1 in 4 -> almost 1 in 2

3 Do this this week

[ ] Write your answer to each of the four price objections
[ ] Build a smaller package with about 90% of the value
[ ] Practise each answer out loud until it sounds like you
[ ] Put your four answers into Systex, so everyone on your team uses them
[ ] Record your discount rate for the next two weeks

Fatima, Kwame and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.