Two sides: add a premium tier, and move up-market without abandoning the customers who got you here.

Add a premium tier

Five steps for the top step

1. **Ask your best customers what they would pay more for**
   Read your last hundred five-star reviews and call ten happy guests. Keep the same wishes in Systex, so the new offer is built from the same notes. Nobody in Rosa's calls mentioned a lower price.
2. **Build the tier around a result, not a pile of extras**
   Rosa's premium tour is the Sacred Valley without the crowds: a private group of up to 4, an early start, a guide trained in archaeology, lunch at a family farm, and pickup at the time you choose.
3. **Price it well above the standard**
   A premium tier is often 3 to 5 times the base price. Rosa set the private tour at about $240 a person, and a small-group of 8 at $95, so the menu has three steps. She lists the private tour first.
4. **Make everything feel premium, not just the work**
   A personal message the evening before, the guide's name and photo, a printed map, cold water, and a short photo album afterwards. The details have to match the price.
5. **Check capacity and costs**
   A private tour uses a whole guide and car for a day. Work out the full cost per premium guest, and limit private tours to two a day, so quality never slips.

Rosa · Tour company · Cusco (example)

Setting **Small tour company, Cusco, Sacred Valley**	Standard day tour **About $45 a person**
Van size **14 people**	Private tour (listed first) **About $240 a person**
Small-group of 8 **$95 a person**	Premium vs base **Often 3 to 5 times ($135 to $225 at 3–5 × $45; private set at $240)**
Private group size **Up to 4**	Private tours a day **Limited to 2**
Mix after four months **About 1 booking in 10 private, 3 in 10 small-group**	Average spend per guest, before **About $45**
Average spend per guest, after **About $82**	Spend increase **About $37 a guest ($82 minus $45)**
Tracked in **Systex**	

Mistakes to avoid

1. A premium tier that is just the standard with a higher price. It has to feel different.
2. Discounting it the first slow week. Give it time, and improve the offer before you cut the price.
3. Hiding it. Mention the premium option at the moment people choose, on the booking page and in the first reply.

The premium-tier key point

Ask your best customers, build around one result, price it well above the base, make every detail premium, and protect your capacity.

Example figures. General education, not financial advice. Results vary.

Move up-market

Five steps toward bigger buyers

1. **Choose one higher-value group and learn what it needs**
   Stoyan spoke to six designers and two hotel owners. They asked for finishes that survive heavy use, drawings before production, delivery dates that hold, and someone who answers the phone — not the cheapest price.
2. **Build proof**
   Photograph your three best projects and write one short case study. Stoyan used a café that bought twelve tables and was still happy two years later. Bigger buyers want to see that you have done it before.
3. **Create an offer built for them**
   His commercial package includes a design meeting, finish samples, one prototype, delivery and installation, and a five-year repair guarantee. Priced per project, usually between $9,000 and $20,000, with a deposit and stage payments.
4. **Change how you sell**
   Bigger buyers do not walk in. Stoyan made a list of 40 local architects and designers, visited them with a sample board, and goes to one trade event a year. Each deal takes 2 to 3 months; he follows up every month. He kept the list and the follow-ups in Systex.
5. **Keep the base while you climb**
   He kept the household range, trimmed it to his best-selling designs, and raised prices gently. He stopped one-off custom pieces that took weeks. Loyal customers stayed, and the workshop got calmer.

Stoyan · Furniture workshop · Plovdiv (example)

Setting **Furniture workshop, Plovdiv**	Team **Four craftspeople**
Household dining table **About $650**	Conversations **Six designers and two hotel owners (8 in total)**
Case study **A café that bought twelve tables, still happy two years later**	Commercial package **Usually $9,000 to $20,000, with a deposit and stage payments**
Buyer list **40 local architects and designers**	Trade events **One a year**
Sales cycle **2 to 3 months; follow up every month**	First-year commercial projects **4, worth about $52,000 together**
Average project value **About $13,000 ($52,000 ÷ 4)**	Share of revenue **Almost half**
Tracked in **Systex**	

Watch out for three traps

1. Moving up before you are ready. Bigger customers punish missed dates, so fix your quality and your process first.
2. Cash. Bigger jobs mean bigger material bills, so always take deposits and stage payments.
3. Jumping all at once. Keep your current customers until the new group buys reliably, over a year or two.

This week

- [ ] Ask five of your best customers what they would happily pay more for.
- [ ] Sketch one premium tier around a single result, and price it at least three times your standard.
- [ ] Put the premium option first on your price page.
- [ ] List twenty higher-value buyers you could serve next.
- [ ] Put this week's list into Systex.

The up-market key point

Pick one higher-value group, show proof, build an offer for them, sell through relationships, and keep your base while you climb.

Example figures. General education, not financial advice. Results vary.