

Persuade to Profit

Urgency

- Book right now and I will give you \$200 off.
- 25 spots left 2 days to make the decision or add you to the waiting list.

What Happens When We Don't Have Confidence in Pricing

- We undercut ourselves.
- We don't realize the amount of money could be earning.
- We let other people take control of situations.

Assertive: you value all parties equally.

Aggressive: you value yourself more than other parties.

Passive: you value the other party more than you value yourself.