



MASTERING ETHICAL SALES

Price-To-Value Discrepancy

Presented by Kim Look



Price To Value Discrepancy



“Its not about what they pay, it’s about the value they perceive.”

– Kim Look

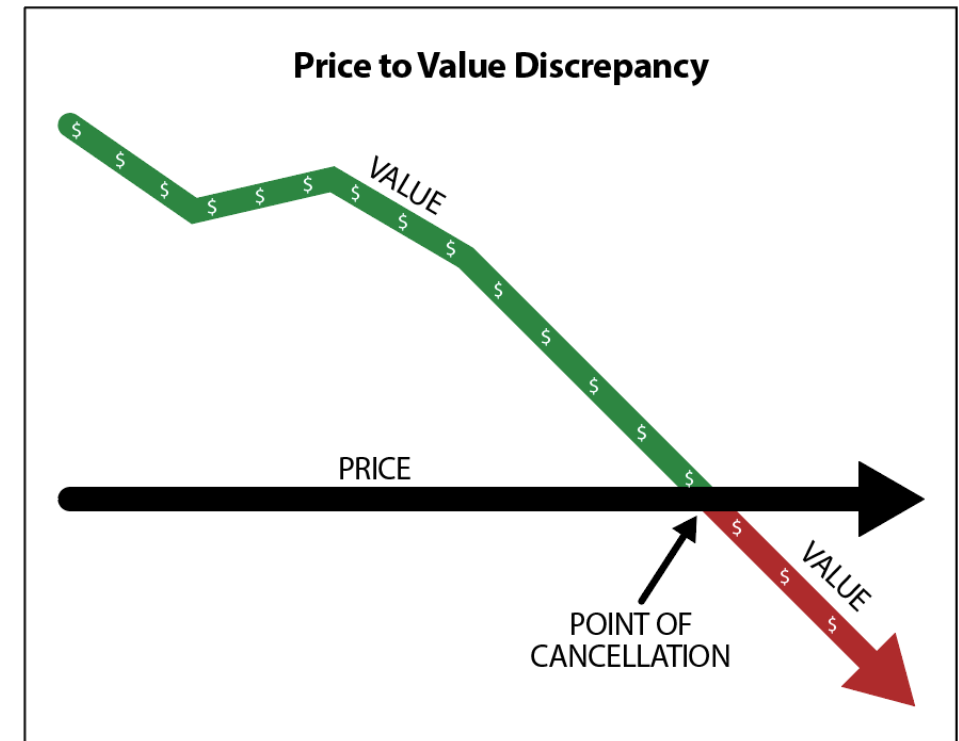
“Price is what you pay. Value is what you get.”

– Warren Buffet

In business:

”Its not about the dollar you spend, it’s about the dollar you make.”

Looking at investment or cost is only half the equation; the other half is what can I get from the same investment.



Most Want To....Lower the Price...



“Pricing this way means you are providing a service at just above what it costs for you to stay above water. We are NOT trying to stay barely above water. We are NOT trying to get the most customers. We are trying to make the most money.” – Alex Hormozi

“We live in an ‘experience economy’ where consumers pay for, and value experience more than they do a single product.” – Blake Ashdown

“When quality and experience decrease, value decreases also. This is unethical sales. If you want to stay ethical with the money you make, then make sure the value matches the price.” – Kim Look

What is Price-To-Value Discrepancy?



- **Definition:** The gap between what customers are willing to pay (price) and how much they believe they are receiving in return (value).
- **Core Concept:** When perceived value far exceeds the price, the offer becomes irresistible...and ethical and virtuous.
- **Why it Matters:** The larger the gap, the easier it is to sell and scale.

Increasing Perceived Value



- **Dream Outcome:** (Goal = Increase)
- **Likelihood of Achievement:** (Goal = Increase)
- **Time Delay:** (Goal = Decrease)
- **Effort/Sacrifice:** (Goal = Decrease)

Perceived Value



“Humans are not logical.”

– Steven Bartlett, *Diary of a CEO*

Value Measure	Meditation	Score	Xanax	Score
Dream Outcome	“Relaxation” “Decreased Anxiety” “Feelings of well-being”	1/1	“Relaxation” “Decreased Anxiety” “Feelings of well-being”	1/1
Perceived Likelihood	Low, since most people get distracted and don't actually think they'll follow through with daily meditation	0/1	High, since most people are confident that if they take the pill, it will make them feel more relaxed	1/1
Time Delay	Long time to yield long term results. Some immediate benefits after 10 to 20 minutes (assuming you don't get frustrated)	.5/1	15 minutes for effects to be felt	1/1
Effort & Sacrifice	Physical discomfort (numb body limbs often). Mental discomfort (feeling like you are failing at it constantly). Time sacrifice (you have to set time aside everyday to do it).	0/1	Swallowing the pill	1/1
Overall Value	Low	1.5/4	High	4/4

LIFESTYLE

- Daily exercise
- No sugar or processed foods
- 6-8 hours of sleep
- 15 pills per day
- No caffeine
- No alcohol
- More cooking
- More shopping
- More vegetables
- Less social “fun”
- Meditation
- Journaling
- Self discipline
- Cold plunge
- Sauna
- 24 oz of water

IV “BIO-HACKING

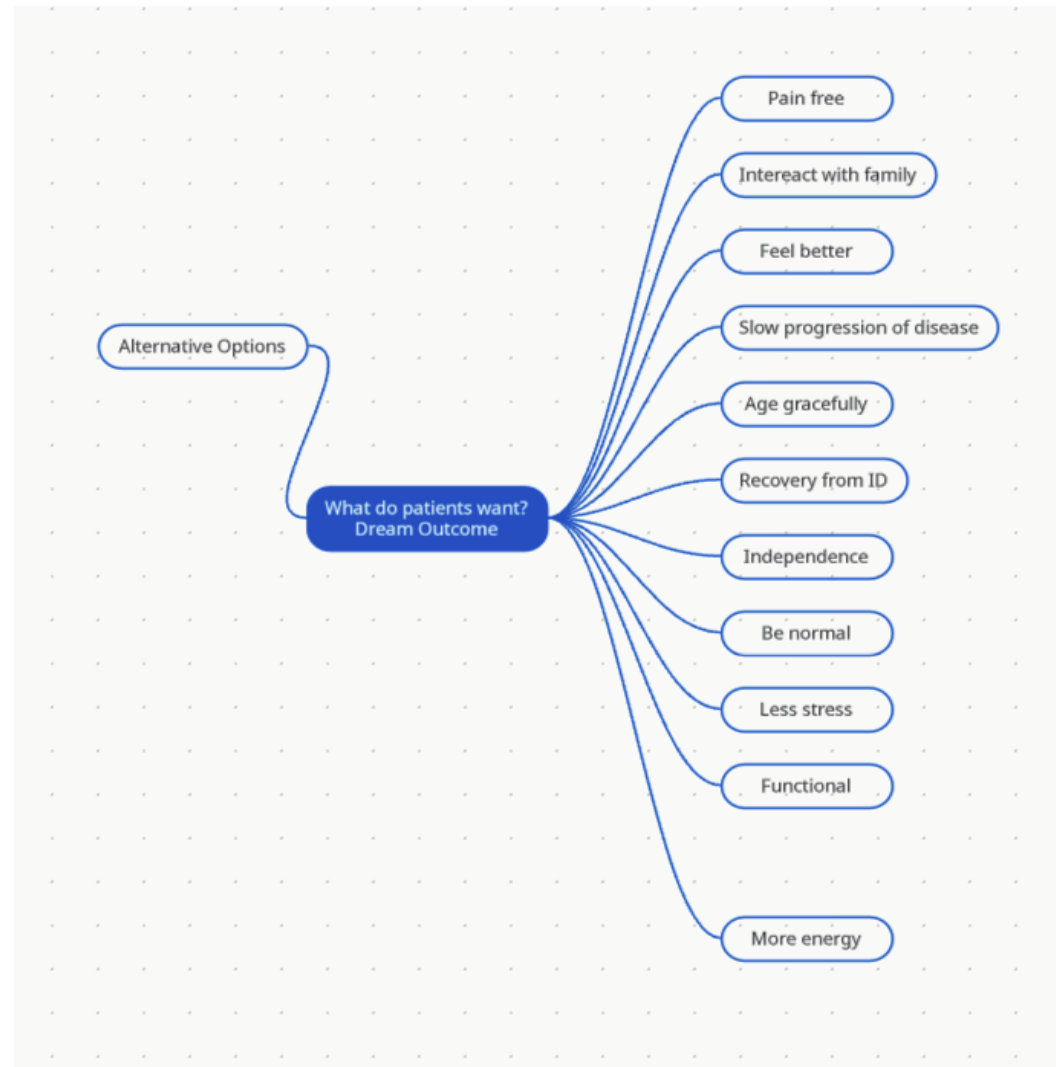
- IV poke
 - 1-2 hours per week
 - Yellow or blue urine
- IV plus
 - PEMF
 - Laser

Dream Outcome



- **Define the Dream Outcome for Your Patients:**
 - Pain relief without surgery.
 - Improved energy and vitality.
 - Better immune function and overall health.
- **Make It Specific:**
 - THIS: "Eliminate joint pain in 90 days without invasive procedures."
Vs
 - THIS: "Relieve joint pain without invasive procedures or down time."
 - THIS: "Feel energized and focused after your first IV session."
Vs
 - THIS: "Do something that can make a difference in your energy now, and in the future."

Identify Dream Outcome



Likelihood of Achievement



Build Belief:

- Share success stories and testimonials.
- Highlight clinical evidence and research
- Highlight a “different” approach than what they have tried.
- Offer guarantees (where feasible).
 - The best guarantee is a different approach or different plan
 - Secondly, “we guarantee we will alter it if we need to”.
 - Thirdly, “we guarantee we will know more about YOU after we get through the initial phase.”

Example for IV Therapy:

- “33% of our patients report improved energy, sleep and clear thinking after just a few therapies.”

Time Delay



- **Shorten Perceived Time to Results:**
- Emphasize immediate benefits:
 - “Feel *change* in just a few IVs.”
 - “Notice reduced inflammation in just a few weeks.”
 - “Get weekly opportunities to meet with our community to ‘get more out of your IVs with everything you do at home.’”
- Set realistic yet optimistic timelines for regenerative treatments.

Effort and Sacrafice



- **Minimize Friction:**
 - Convenient scheduling and short appointment times.
 - Relaxing and comfortable treatment environments.
 - "Sit back and relax while your body gets what it needs."
- **Frame Cost as Investment:**
 - "Invest in long-term health without downtime or invasive procedures."

LIFESTYLE	IV "BIO-HACKING"
<ul style="list-style-type: none">• Daily exercise• No sugar or processed foods• 6-8 hours of sleep• 15 pills per day• No caffeine• No alcohol• More cooking• More shopping• More vegetables• Less social "fun"• Meditation• Journaling• Self discipline• Cold plunge• Sauna• 24 oz of water	<ul style="list-style-type: none">IV poke<ul style="list-style-type: none">• 1-2 hours per week• Yellow or blue urineIV plus<ul style="list-style-type: none">• PEMF• Laser

Price Anchoring



- **Comparison to Alternatives:**
 - Highlight the cost of surgery, long-term medications, or hospital stays.
 - "Avoid a \$50,000 surgery with a \$3,000 regenerative treatment plan."
- **Create High-Value Packages:**
 - Offer bundled services (e.g., IV therapy + regenerative treatments).
 - Present the "best" package first to make lower-cost options feel affordable.



IMPORTANT

The Business That Provides
the Most Value Wins!