

how to

# charge

# more

for highly  
commoditized  
services





take a look at any  
regular ***parking lot***  
in your area as an  
example



how would you  
**compete** with other  
parking lots in the  
neighbourhood . . .

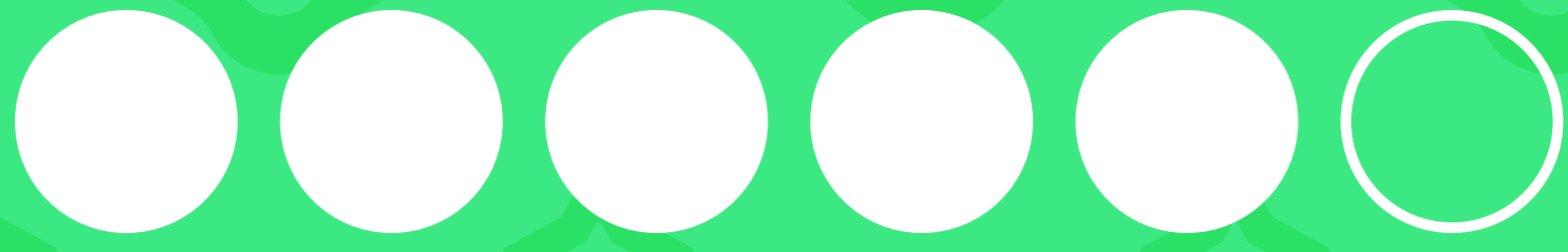


without drowning in  
bloody price wars but  
rather being able to  
increase the price for  
such a highly  
**commoditized** service?



think —

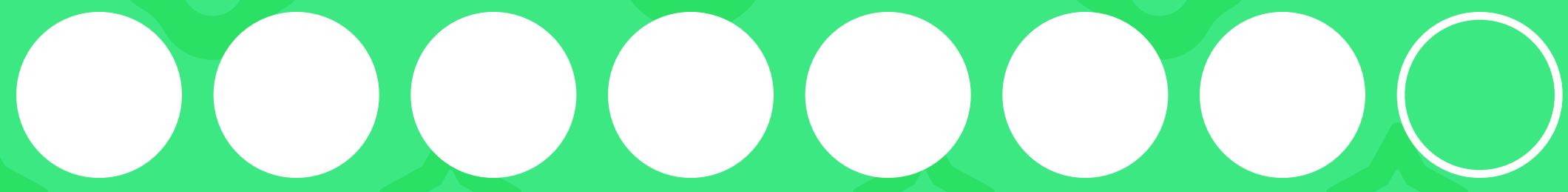
what would make  
a car owner **happy?**



for a car owner,  
starting a day in a  
clean, shiny, full-tank,  
fully-charged vehicle  
is ***second to none.***



wouldn't it be great  
if you could make your  
clients happier — say,  
by **washing** thier  
cars for free?

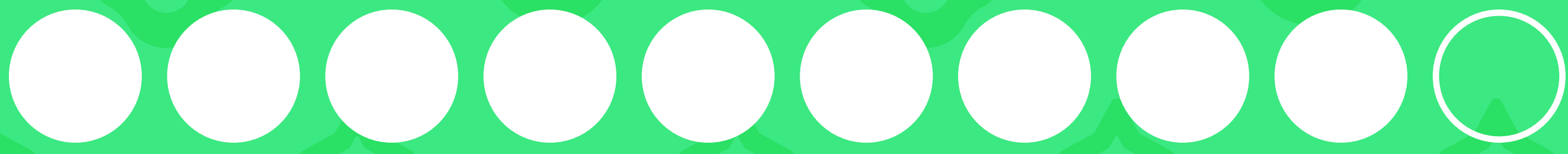


you can get the  
carwash service in  
many places at  
**different prices**  
and with different results





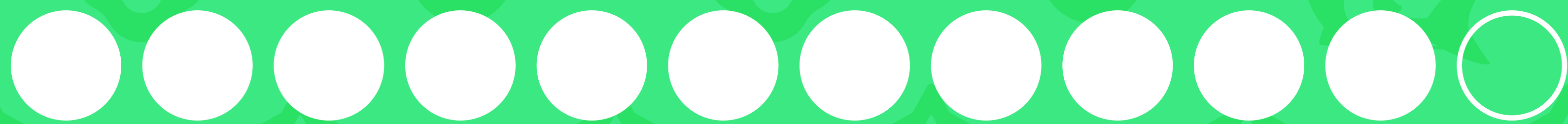
but that's not **the**  
**point** of cleaning cars  
at the parking lot.



it is an extra bonus,  
a value increase —  
yes, but there is  
**more to it**



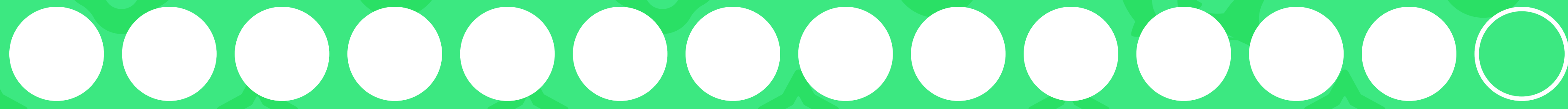
the clean car itself  
isn't as valuable as  
the **feeling** that it  
is being looked after  
and taken care of while  
you are away.



as an owner of that  
car you know that  
someone will **attend**  
to it, keep an eye out  
for it and let you know  
if something is wrong.



someone is doing  
more than what they  
have been paid for.  
someone is making  
an **extra effort** that  
matters to you.



spend money on  
something that can  
make your clients  
happy – something  
small but highly  
***appreciated.***



**follow**

for more marketing  
tactics and strategy