

The Science of Pricing

Introduction:

The conditions are perfect, the start of sexting is going wonderfully well... The signals are green... You are currently arriving at the first PPV to send...

There you are... You let the customer know that you are preparing the video for them... You select it from the vault... And finally comes the question of price...

If the price exceeds \$100, you must follow exactly the procedures described in the document "Technical Use of Contents and their prices"

You have to follow pricing guidelines, but none are set in stone. We will have to adapt to each situation...

Whatever happens, you must under no circumstances fall below the minimum prices imposed by the price charter.

On the other hand, you must do everything to sell as expensively as possible...

Again, there are tangents to follow, but every customer is different, and every situation is different. You must use common sense...

During the first sales with a customer, you will always have to sell a little cheaper than the average price... to start returning to more normal levels and then higher levels later.

When a customer doesn't accept a price, you need to tell them you're disappointed... that you think they value you more than that:

"Aww:/It's a bit hurtful, I thought you valued me more than that..."

When a customer buys at a high price, you must thank them deeply, and tell them that you are touched that they value you at your true value:

"(Nickname), thank you so much... I really appreciate the way you value me."

I. The Price Charter

1. The Scripts


In all scripts, prices are shown for each paid content... You must not sell below. It's obligatory.

On the other hand, you can try from the 3rd PPV of the Script to sell more expensively, if you see that the customer is well invested and has shown no reluctance regarding prices.

2. The Customs

When you sell a personalized video, the base price is \$100 per minute.

When you sell a custom to a customer for the first time, you will give them a “gift” by sending them the following message template:



“ It's our first time babe, so I'm going to make you a big gift  \$100 for a 5min video!”

You should never sell a Custom for less than \$100.

3. Menus

When you sell a Menu video, the base price is \$75 per minute.

When you sell a video to a customer for the first time, you will give them a “gift” by sending them the following message template:



“ It's our first time babe, so I'm going to make you a big gift   \$100 for a 5min video!”

You should never sell a video from the Menu below \$100.

4. Video calls

When you sell a video call, the base price is \$100 per minute.

When you sell a video call to a customer for the first time, you will give them a “gift” by sending them the following message template:

“ It's our first time babe, so I'm going to make you a big gift   \$200 for a 5min call!”

You should never sell a video call for less than \$200.

5. Purchases/expenses external to the platform

The pricing is indicated in the corresponding document.

Section “ Emotional Life Experiences”, in the document “ Don't Sell to Sell Beter”

II. Negotiations

You will find yourself in a lot of situations where the customer disputes the price, or tries to negotiate.



This will be the majority of cases.

When you announce a price, or send a PPV, the customer can react in the following way:

“ Oh, I can't afford it”
“ I thought it would be way more cheaper” Then
it will offer a lower price.

If you are ever average in price, you can afford to lower the price a little to get to the sale.

You should never go below the minimum prices stated above.

 But be careful! 

Assuming that you have lowered the price once, the customer will think that he will be able to do so on any occasion.

When selling the next PPV, you must remain firm on the price if it tries to negotiate again.

And justify it in this way:

“ (Nickname), it's a bit harsh... I thought you valued me more than that...” “ Also, I'm doing something for you, and I would like a bit of recognition”

If the customer does not accept the price you have set, you must not give in to their requests. You don't sell.

You continue the discussion by taking a slightly colder tone, telling him that it's a real shame... And you move on to another topic related to the customer, if he is still connected to the discussion.

By pursuing this strategy, you add value to the content of the model...
Don't worry, the customer will come back... and be willing to pay the right price afterwards... They always want what they can't have...