092 The Pricing Blind Spot

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/092-the-pricing-blind-spot-2/

The Demand

Name one area where your operation is genuinely better than the primary competitor in your segment. One — specific, verifiable, not aspirational. Then look at your current pricing and ask whether it reflects that advantage or ignores it. If it ignores it, the price is sending the wrong signal before the Guest ever sits down. Close the gap between what you deliver and what you charge for it — not by discounting the competition, but by communicating the value that already exists.

The Work

Name one area where your operation is genuinely better than your primary competitor — one, specific, verifiable, not aspirational:
What do you currently charge?
Is that price industry average, just below average, or "competitive" — decided without data?
Does your current pricing reflect the advantage you named, or ignore it?
How you will close the gap between what you deliver and what you charge — not by discounting the competition, but by communicating the value: