

PACKAGING YOUR SERVICES

Monique Garrett

Monique Garrett

PACKAGING YOUR SERVICES

©2020 PrismWorks Inc.

WHAT IS PACKAGING?



**"Get your arms
around your
packaging so
your prospects
can get their
heads around
what you are
selling."**

Packaging is not just important for physical products. It is an essential component for other offerings like services and software. Sometimes it is also called "bundling".

Packaging refers to a set of services or products and how they are presented to the market. It can help the buyer understand what you are offering and how you can help.

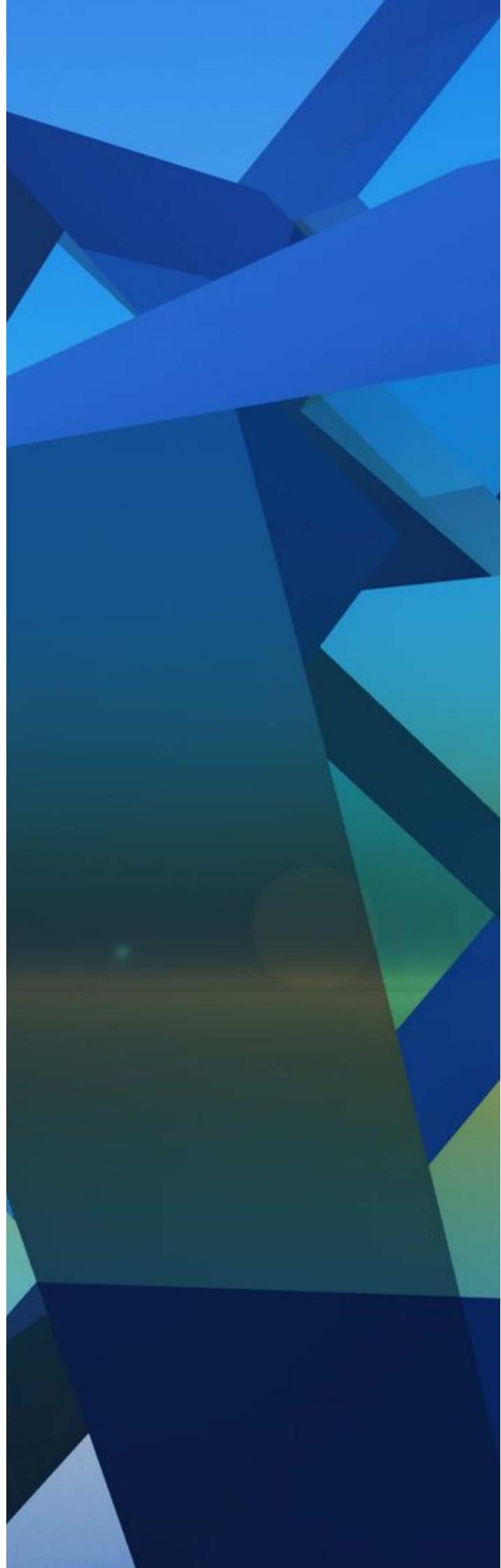
Services packaging can be goal or results based. You can package your service around achieving a milestone, completing certain tasks or assuming a particular role for your client.

HOW TO PACKAGE SERVICES

1. Consider a small, risk free package that lets your customer get to know you. It should be inexpensive and show value quickly. This will allow you to develop a relationship while showing you are worth a greater investment.

2. What is the challenge you are addressing or the problem you are solving?

Identifying this helps you scope the package and determine what should and shouldn't be included. Don't try to boil the ocean. Focus on what you need to offer for the client to realize value from the investment. Save any "extras" for later upsell.





WHAT'S INCLUDED & WHY SHOULD I CARE?

3. How do you do things differently or better than your competition?

Highlight your differentiators when developing the package. Your offering might include compelling support programs, online resources, or membership in an elite user community. Make it stand out from the crowd!

4. Think about duration when scoping a package. Do your customers get access to your product for a standard period or forever? Are renewals required (e.g. subscriptions, licenses, etc.)

5. Consider a core package with upsell opportunities. Tie add-ons to additional business problems they address. Add ons can be designed for more experienced audiences who aren't satisfied with the core offering, or they may be a collection of "nice-to-haves" that improve the user/customer experience. Think about the needs of 80% of your customers and design a package around those. The remaining 20% likely represent upsell or more expensive add-on opportunities. *Creating a core package also helps you to "template" your offering, making it repeatable and reducing your ongoing operating costs!



LET'S TALK PRICING

6. Think through pricing alternatives. Pricing for services might be based on a retainer, fixed fee, or hourly models. You may choose to offer a lower price for a longer commitment.

Check out your competition. You don't need to follow what they are doing but you should assume you will need to rationalize your pricing approach to your prospects and clients.

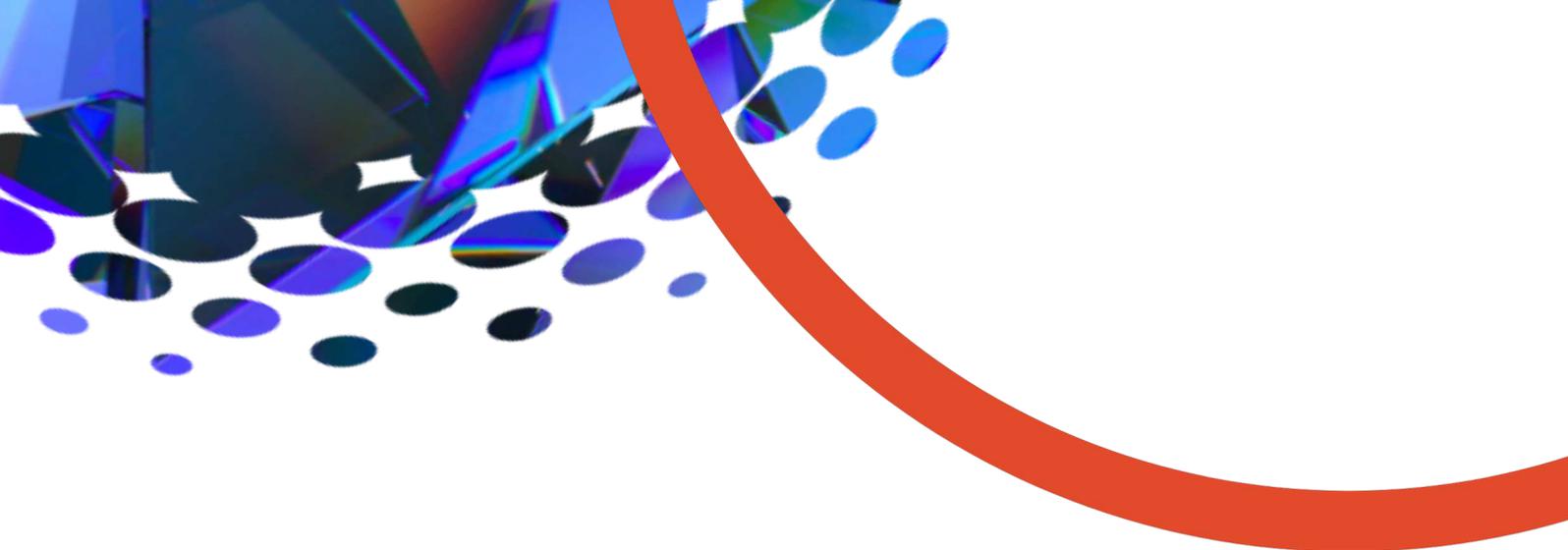


THINK CUSTOMER EXPERIENCE

7. Think about the customer experience. How can you make it better? Can you leapfrog your competition with some personalized components of the package? If so, name them, promote them and speak to them as part of the branded offering. For example, if you are selling lawncare services, you may offer basic lawn maintenance, as well as seasonal cleanup and snow removal. The bundled package of services illustrates a far greater value for your customer (elevating your offering).

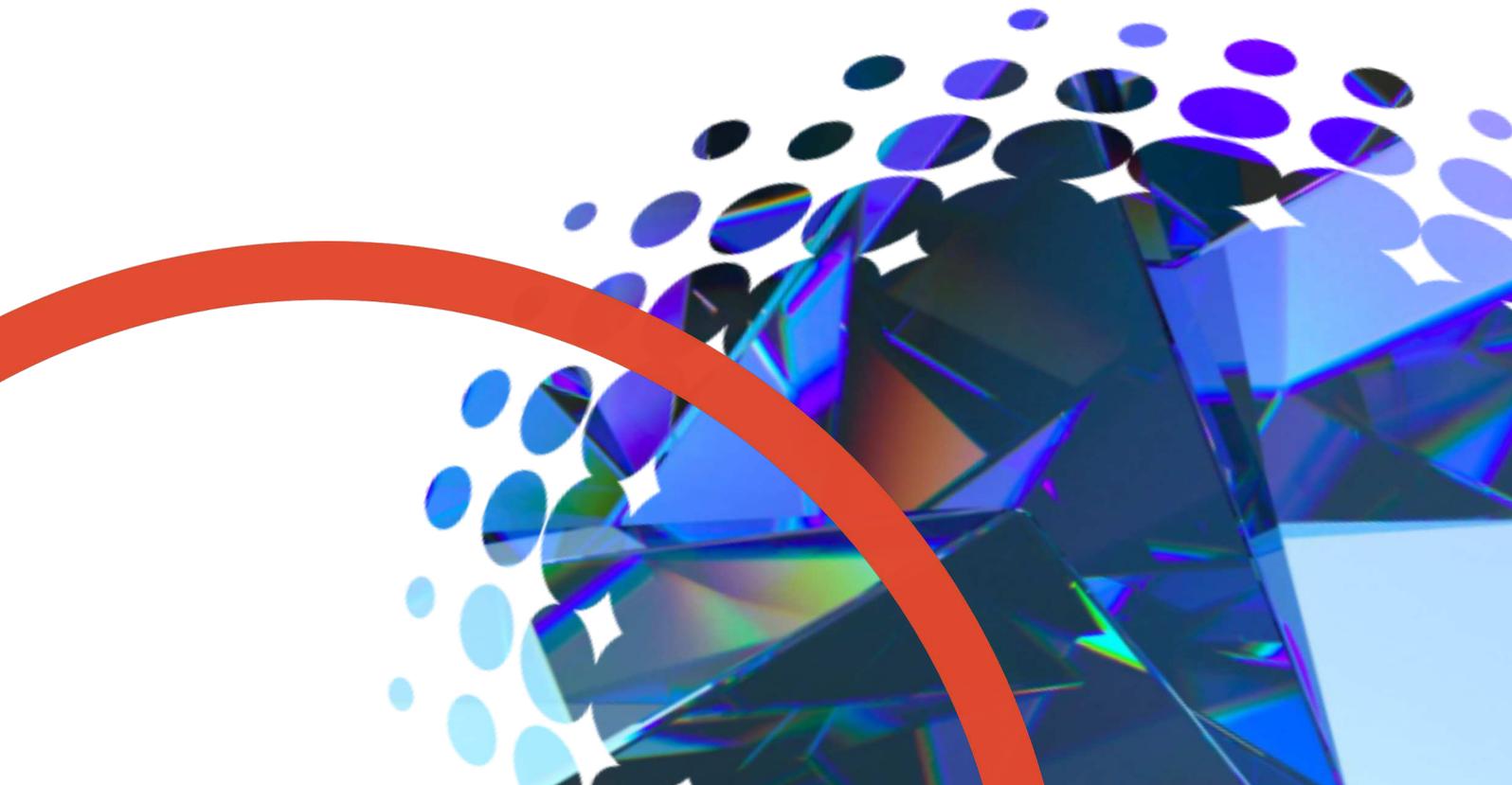
Help prospects visualize this pain point and how you address it. Allow the buyer to see themselves using the bundled services throughout the year. They can probably relate to the inconvenience of having to shovel snow or find someone who can. This is good defensive positioning against the competition.

The bundled cost may be more than a “low-price, commodity” competitor but now your packaging has put you into a new category with different (higher) pricing expectations.



BE OPEN TO CHANGE

8. Gather ongoing feedback from your clients. Consider market trends and review your bundle regularly. Don't be afraid to update it if the market dictates. Listen to the customer voice and respond accordingly.



THREE TAKEAWAYS

1. Frame the packages in the context of a business problem and describe the benefits of purchasing the package in terms of addressing that problem.
2. Tie add-ons to unique problems and articulate the value as a solution to that problem.
3. Remove the buyer barrier by offering an inexpensive, short-term package that shows value quickly.

A BIT ABOUT ME

I work with small teams. I enjoy the creativity and energy of an entrepreneurial environment and I like to get stuff done. I am predominantly right brained and use words as my paintbrush. I geek out on all of the amazing (and often free/cheap) technologies that can help small businesses grow.

If you want to work on your go-to-market strategy, refine your positioning or develop content, give me a call. If I can't help you, I may be able to point you to someone who can.

To Your Success!

Monique



MGarrett@PrismWorksOnline.com
+1.484.363.1773