MEDIAKIM

SALES & OFFERS

Stop Competing on Price: How to Build an Offer People Can't Say No To

If you are winning work by being the cheapest, you are one cheaper competitor away from losing it. Here is how to compete on value instead — using a simple equation.

A MEDIAKIM INSIGHTS RESOURCE PACK

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Price is the weakest position in business. If the only reason someone chooses you is that you are cheapest, the only thing keeping you in business is that no one cheaper has shown up yet. The way out is not to lower your price — it is to raise your perceived value so far that price stops being the conversation.

Value is a ratio, not a number

Alex Hormozi captured this in a single equation in $100M Offers. Value is not what you charge — it is the relationship between what people get and what it costs them to get it.

> **FIGURE**
>
> Hormozi's value equation: increase the top, shrink the bottom, and the offer becomes hard to refuse.

Four levers decide how valuable your offer feels. Two you want to push up; two you want to drive down.

- Dream outcome — how badly they want the result you promise.
- Perceived likelihood of achievement — how sure they are it will actually work for them.
- Time delay — how long until they get the result.
- Effort and sacrifice — how much work, risk or disruption it costs them.

Raise the top, lower the bottom

To make an offer irresistible, increase the dream outcome and the belief that it will work — through proof, guarantees, case studies and a credible brand — while shrinking the time to results and the effort required. A strong corporate identity does a lot of quiet work here: it raises perceived likelihood. People believe a business that looks like it delivers.

Price actually signals value

Counter-intuitively, being too cheap can lower value, because price is read as a signal of quality. Hormozi argues for charging in line with the value delivered; the discipline is to make the value undeniable first. Dave Ramsey's reminder is the buyer's side of the same coin: price is what you pay, value is what you get. Sell the value, and the right buyers stop flinching at the price.

> **THE MEDIAKIM VIEW**
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> This is exactly why we build brand, web and content as one connected system. Each piece raises the perceived likelihood that you will deliver — which is the most powerful, and most overlooked, lever in the entire value equation.

Stop shaving your price to win the race to the bottom. Build an offer — and a brand — so clearly valuable that price becomes a detail, and let your competitors fight over the customers who only ever cared about cheap.

Sources

- Alex Hormozi, $100M Offers (the value equation and the Grand Slam Offer).
- Dave Ramsey — value vs. price as a buying principle.

TAKE YOUR BRAND TO THE NEXT LEVEL

Want this done properly?

You can absolutely build on this yourself — that's why we wrote it. But if you'd rather have your brand, website and profile built as one considered system, that's exactly what we do. No obligation — just a conversation.

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