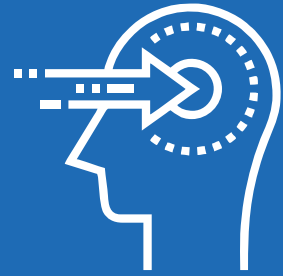


PRICE PSYCHOLOGY

How to Use Psychological Pricing Strategies

1. INFLUENCE PEOPLE'S PERCEPTION



- Use The Power of '9' **\$19.99** ~~\$20.00~~
- Price Anchoring **PRICE IS RELATIVE**
- Weber's Law **COMPARISON PRICING**
- Reduce the Pain Points in the Sales Process
- Prime a Small Magnitude **REDUCE SIZES**
- Reduce the Left Digit by One **\$1.99** ~~\$2.00~~
- Select Prices With Fewer Syllables **9999** ~~\$9,999~~
- Display Your Prices in a Small Font Size
- Remove the Comma **\$1299** ~~\$1,299~~
- Separate the Shipping and Handling Charge
- Offer Payments in Installments
- Increase the Fluency of Your Price **EASIER TO PROCESS**
- Position Prices Toward the Left
- Use the Right Amount of "Roundness" **\$99** ~~97.26~~
- Show Prices at the Optimal Time
- Display **Red Prices** to Men
- Maximize Their Reference Price
- Start Negotiations With a High Precise Number
- Expose People to Higher Incidental Prices
- Raise the Price of Your Previous Products
- Sort Prices From High to Low

**REASON 1:
ANCHORING /
REFERENCE PRICES**

**REASON 2:
LOSS AVERSION**

2. MOTIVATE PEOPLE TO BUY



- Reduce the Pain of Purchasing
- Never Bundle Expensive and Inexpensive Products
- Create a Payment Medium
- Add Slight Price Differences to Similar Products
- Shift the Focus Toward Time-Related Aspects
- Use Discounts in a Proper Way
- Follow the Rule of 100
- Provide a Reason for the Discount
- Offer Discounts at the End of the Month
- Offer Discounts With Low Right Digits
- Position Sale Prices to the Right of Original Prices