

SL: Stop selling services Sell the transformation

SL: why our offerings aren't getting premium prices

PV: Here's how to fix it

Hey %FIRSTNAME%

If you're offering too many services,

You're destroying your value as we speak

Here's why (&what to do instead)

I tried to be everything to everyone,

Offering multiple services listed every deliverable and lowered my prices

All just to get a client to say "yes"

The results ?

More headache and less clients.

Prospects giving pushed back on the price,

Comparing me to competitors,

And some disappearing entirely.

The few who did hire me kept asking for extra work.

I was working nonstop without real reward

My expertise barely matterd.

SL:Stop Selling the services. Sell the transformation.

SL: why your offerings aren't giving you premium prices

PV: Here is what you should do instead

Hey %FIRSTNAME%

If you're offering too many services,

Then you're destroying the value as we speak...

Here is why & what to do instead

When I first starting selling my B2B services,

I followed all the "safe" advice

I tried to be everything to everyone

Offering multiple services, listed every deliverable and with lower prices,

just to hear word the "YES" from a client.

But instead of more clients, I got more headaches.

Clients were negotiating over the price,

Compared me to competitors and some vanished before signing.

The few were asking me for extra work,

And I was working too much without real reward.

By trying to appeal to everyone and sell services instead of the value,

I had made myself replecable.

No one cared about expertise they ONLY wanted the price and benefits.

Once I shifted my focus about my services,

I started caring about results and transformation.

Focusing on the transformation my client wanted,

Packaging your expertise around that outcome,

And positioning it as an investment, not a service.

Conversations stopped being about price.

They became about results,

And I could actually command premium pricing with clients who value my work.

If you want to learn exactly how to package your expertise into a high-ticket offer,

[{Click here to watch the free training}](#)

To bigger deals,

Koketso