

## Reason & Explanation of “No Discount Policy” of Paul Asset

### Discount is nothing but a marketing gimmick

Let's be straightforward: For a company offering **services**, discount is nothing but a marketing gimmick - a tactic designed to quickly convert prospects into paying customers” Why so? Let's explore-

Product-based companies must offer discounts from time to time to balance the supply-demand equation. For instance, during a seasonal tailwind, an oversupply of potatoes/vegetables in the market prompt shop owners to reduce prices (offer discounts) to clear the excess stock. Similarly, when a new mobile phone or electronics item is launched, manufacturers offer discounts on previous models to clear out old inventory. It is essential for them to clear old stocks (inventory); otherwise, due to technological advancements, these older stocks will depreciate further or may turn obsolete. Therefore, offering discounts is an integral part of the business for product-based companies.

Now, can you give me a single rational reason for offering discounts to service providers like lawyers, doctors, or financial advisors?

*Have you ever seen a good doctor put up a notice saying, "50% discount, only for 2 days"?  
OR an experienced lawyer advertising a "50% New Year discount"?*

You will never find discounts from quality professionals like doctors, lawyers, or Chartered Accountants, BUT, you will often see discounts from financial advisors, especially those involved in stock recommendations or course-selling businesses like ours. It is common to come across flashy taglines from stock recommendation providers, such as:

- “Diwali Flash Sale – 70% Off”
- “Independence Day – 50% Discount”
- Or a ticking countdown timer: “50% Discount Ends at Midnight! Pay Now.”

Have you ever asked yourself what exactly changes after midnight or after Independence day Sale that justifies the price increasing by 50%? The truth is, anyone offering such 50% discounts on “services” will find another reason to run a similar discount again soon!

*All those catchy lines, countdown timers, and limited-time coupon codes are merely tactics to create artificial urgency, encouraging customers to make quick payment without much thought!*

***We don't aim to entice our customers to make quick payment. Instead, we want our customers to know all the potential drawbacks of the stock market related service before they pay us to avoid future disappointment***

Therefore, for the financial well-being of our potential customers, we avoid using catchy phrases like "Flash Sale" or "Limited Time Coupon Code", etc. **We don't want our customers to pay solely because of some discount. You can't risk few Lakhs or crores of investment just to get few thousand discount. Thus, the price displayed on our website is final.**

***We might lose customers due to our "No Discount Policy," but that's fine with us.*** Just as customers always search for a good service provider, we too seek to associate with customers who value quality over discounts. ***We prefer investors who understand the pros and cons of the equity market and take responsibility for their decision to become a paid member with us.*** Remember, paying for stock recommendations from us does not guarantee profits from your investments. The returns from the equity market depend on various external factors, many of them are beyond anyone's control.

**Finally, if the subscription fee on any of our service, is beyond what your portfolio can comfortably support, then the service may not be suitable for you. In such cases, we politely request you refrain from subscribing.**

**P.S.** Since our inception in 2012, we have never spent a single paisa on paid advertisements for our services, still we grew 10X over the last 10 years due to "word of mouth" & referral from existing paid members. Now, with the "No Discount Policy," we have taken one step further in "No advertising Policy", which is rare in the equity advisory business or infact any business.

**P.S.S.** – You may still find some coupon codes in older versions of printed books. If you have any unused coupons, please send us an email, and we will adjust the value.