

# 7 Ways to Master Pricing Tiers for your Business

written by Vicky Barry | August 16, 2023

BASIC	PRO	ENTERPRISE
\$200 /month billed annually Required Onboarding \$600	\$800 /month billed annually Required Onboarding \$1,000	\$2,400 /month billed annually Required Onboarding \$5,000
An entry tool for those new to inbound marketing	An integrated solution for professional marketers	An advanced platform for marketing teams
100 Contacts + \$100 per 1k extra	1,000 Contacts + \$80 per 1k extra	10,000 Contacts + \$10 per 1k extra
<a href="#">TRY</a> <a href="#">BUY</a>	<a href="#">TRY</a> <a href="#">BUY</a>	<a href="#">TRY</a> <a href="#">BUY</a>
Content Marketing	Everything in Basic, Plus:	Everything in Pro, Plus:
Email Marketing	Salesforce Integration	A/B Testing
Social Media	Marketing Automation	Predictive Lead Scoring
Analytics	Smart Content	Advanced Reporting
<a href="#">See all features</a>	<a href="#">See all features</a>	<a href="#">See all features</a>

How you price your product or service can be as crucial as the product itself. One popular method that has proven effective across various industries is the use of pricing tiers. But what are they, and how can they benefit your business?

**What are Pricing Tiers?** According to the [US Chamber of Commerce](https://www.uschamber.com/co/),

“Tiered pricing offers flexibility and scalability to your customers, while offering you opportunities to upsell different service levels for added revenue.”

<https://www.uschamber.com/co/>

Pricing tiers are a structured way of presenting different price points for a product or service, each offering varying levels of value or features. It's a strategy that caters to a diverse customer base with different needs and budgets.

## The Anatomy of Pricing Tiers

- 1. Entry-Level Tier:** This is the most basic version, often priced at the lowest point to attract maximum customers. It provides essential features suitable for beginners or those with minimal needs.
- 2. Mid-Level Tier:** A step up from the basic, this tier offers additional features and benefits, targeting customers who need more than just the essentials but aren't looking for advanced features.
- 3. Premium Tier:** The top-tier, often with the highest price point, offers all the bells and whistles. It's designed for customers who want the full range of features and are willing to pay a premium for it.

## Benefits of Pricing Tiers

1. **Flexibility for Customers:** Tiers cater to a broad audience, from budget-conscious customers to those seeking premium offerings.
2. **Increased Revenue:** By offering a premium tier, businesses can cater to customers willing to pay more for advanced features.
3. **Clear Value Proposition:** Each tier clearly defines what the customer gets, making the decision process more straightforward.
4. **Upselling Opportunities:** Once a customer is familiar with the basic tier, they might consider upgrading to access more features.



Example of tiered pricing, Fresh Desk makes it funky.

## Crafting Effective Pricing Tiers

1. **Understand Your Audience:** Know who your customers are and what they value. This understanding will guide the features you include in each tier.
2. **Highlight the Differences:** Ensure that the distinctions between each tier are clear and justifiable.
3. **Avoid Overwhelming Choices:** Too many tiers can confuse customers. Stick to a clear, simple structure.
4. **Regularly Review:** As your product evolves and the market changes, revisit your tiers to ensure they remain relevant and competitive.

**Final Thoughts on Pricing Tiers** Pricing tiers, when executed correctly, can be a game-changer for businesses. They provide clarity, choice, and value to customers while maximizing revenue opportunities for the company. As with any strategy, it's essential to keep the customer's needs at the forefront, ensuring that each tier offers genuine value. Remember, it's not just about different price points; it's about delivering varying levels of value that resonate with your target audience.



## Start Your Own Pricing Tiers with Selling Lane

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# Consistency: The Antidote to the Rollercoaster Pipeline

written by Vicky Barry | August 16, 2023



The unpredictability of sales results has long been a Rollercoaster challenge for businesses. Peaks of success followed by valleys of low performance can wreak havoc on forecasting, morale, and growth strategies.

“Good month, bad month – the Hero to Zero effect of poor CRM utilization”

[Jude Campbell](#) *the managing partner at Selling Lane*

This phenomenon, known as the rollercoaster effect, stems from outdated pipeline techniques. However, the modern solution, a Customer Relationship Management (CRM) system, promises to transform this inconsistency into a steady upward trajectory.

## **Understanding the Rollercoaster Effect**

The rollercoaster effect paints a picture of erratic sales performance. Imagine a month where your sales team is celebrating record-breaking numbers, only to face a steep decline in the subsequent month. Such volatility isn't merely a morale dampener; it's a significant impediment to strategic business planning.

## **CRM: The Beacon of Consistency**

1. **Centralized Data Storage:** By acting as a unified repository for all customer-related data, a CRM ensures that every team member operates with uniform information, fostering consistent communication and engagement with potential clients.
2. **Automated Follow-ups:** Missed follow-ups often contribute to the rollercoaster effect. CRM's automated reminders and scheduling tools ensure that every lead receives timely attention.
3. **Data-Driven Insights:** Moving away from intuition-based decisions, CRM

systems offer insights rooted in concrete data about customer behavior. This shift enables sales teams to refine their strategies for more predictable and consistent outcomes.

4. **Streamlined Sales Process:** By automating various sales stages, from lead capture to deal closure, a CRM not only conserves time but also guarantees that every lead experiences a consistent nurturing process.
5. **Enhanced Customer Relationships:** CRM's essence lies in nurturing and elevating relationships. With a comprehensive view of each customer, sales teams can craft personalized interactions, fostering trust and ensuring consistent sales.

## The Power of Consistency

In the competitive arena of sales, achieving consistency can set a business apart. While occasional highs from the rollercoaster effect might seem appealing, the accompanying lows can be detrimental. A balanced approach offered by a CRM system ensures sustainable growth without dramatic fluctuations.

### Well, that was interesting, but there's more

Old pipeline techniques and their resulting rollercoaster effect are becoming obsolete. In the contemporary business landscape, the demand for consistency is paramount. Adopting a cutting-edge CRM system like Selling Lane can be the catalyst for not just matching the competition but outpacing it. Embrace a future of steady, consistent growth and leave the peaks and valleys behind.

□□



### Avoid the Sales Rollercoaster With Selling Lane

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**[No One Should Have to Herd Cats, Get a](#)**

# CRM

written by Vicky Barry | August 16, 2023



## No One Should Have to Herd Cats, Get a CRM on Steroids

[Watch the video on YouTube](#)



**Selling Lane CRM on Steroids,  
Free For Life or Upgrade as Needed**

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### **Top 5 Features of Selling Lane CRM:**

- [An Awesome CRM](#)
  - [Amazing Route Optimization](#)
  - [Manage Tasks Like a Rock Star](#)
  - [Upsell Customers with a Menu](#)
  - [Powerful Invoicing with Link to Pay](#)
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# The Simple Way to Success, Get an Easy CRM

written by Vicky Barry | August 16, 2023



I don't know why people aren't talking about this more often, but **adding complexity to your life as a Solopreneur or small business owner is just silly**. Great software should get out of your way, and let you do your job, and allow you to focus on your customers. You want simplicity, not complexity. In small businesses, the right tools, but also the simplest software can make all the difference. Your employees shouldn't have to need a month of training, or be frustrated when accomplishing simple tasks. Your software should be an easy CRM that focuses on the customer first and has great features that you need to run your business. Features like [route optimization](#), [task management](#), invoicing, and just great customer relationship management. That's where Selling Lane comes in. It's an easy-to-use Customer Relationship Management (CRM) system, that is designed to streamline your operations, boost your sales, and enhance your customer relationships. In other words, THE EASY CRM. Let's explore this further.

"Simplicity is the ultimate sophistication,"

*Leonardo da Vinci.*

## The Power of Simplicity



Emily using an Easy CRM

This couldn't be more true when it comes to CRM software. Selling Lane takes the complexity out of managing your business, making it easier than ever to stay organized and connect with your customers.

## Menu Selling: A Game Changer

One of the standout features of Selling Lane is the Menu Selling system. This innovative feature allows you to present your customers with a menu of services to choose from, making it easier to upsell and increase your revenue.

Social media influencer and business guru, Gary Vaynerchuk, once said, “The best marketing strategy ever: CARE.” With Selling Lane’s Menu Selling feature, you can show your customers that you care about providing them with options that best suit their needs.

## Task Management: Work Smarter, Not Harder



Solopreneur managing tasks on the fly

Selling Lane’s Task Management feature is another tool that sets it apart. By automatically figuring out who should handle each job, it ensures that your business runs smoother and more profitably.

As productivity expert [Tim Ferriss](#) puts it in his blog:

“Being busy is a form of laziness – lazy thinking and indiscriminate action.”

*Tim Ferriss*

With Selling Lane’s Task Management feature, you can avoid the trap of busyness and focus on what truly matters – growing your business and keeping your customers happy.

## The Easy CRM

In conclusion, Selling Lane is more than just a CRM – it’s a comprehensive solution designed to make your business life easier. With its user-friendly interface and innovative features like Menu Selling and Task Management, it’s no wonder that more and more small businesses are choosing Selling Lane as their go-to CRM.

So why not give Selling Lane a try? As my dad used to say,

“The best way to predict the future is to create it, to flourish in it.”

With Selling Lane, you can create a future that you can flourish in, let us help you.



**Selling Lane The Easy CRM,  
Free For Life or Upgrade as Needed**

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## [What is the Asphalt – Seal-Coat Estimating Business?](#)

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### **Side Gig: What is an asphalt and seal coat estimator? And how do I make money with it?**

The asphalt estimating business involves calculating the costs associated with asphalt projects. This can range from small-scale residential driveways to large-scale commercial parking lots or even roads. Estimators consider various factors to determine the total cost of a project:

#### **Material Costs:**

This includes the cost of the asphalt itself, as well as any other necessary materials like base materials, sealants, and striping paints.

#### **Labor Costs:**

The cost of the workforce required to complete the project, from the machine operators to the manual laborers.

#### **Equipment Costs:**

The cost of using, maintaining, and fueling machinery like pavers, rollers, and trucks.

## **Project Size and Scope:**

Larger areas typically mean more materials and labor, but the cost per unit area might decrease with scale.

## **Project Complexity:**

Features like slopes, curves, drainage systems, or the need for custom solutions can increase the cost.

## **Overhead Costs:**

These are the indirect costs associated with running a business, such as office expenses, utilities, and insurance.

## **Profit Margin:**

The desired profit the asphalt company aims to achieve from the project.

Estimators use a combination of on-site evaluations, software tools, and industry experience to provide accurate quotes to clients. The goal is to offer competitive pricing while ensuring profitability and high-quality work.

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[\*\*Side Gig Alert: How do I make money as an asphalt estimator?\*\*](#)

[\*\*Why does an Asphalt Estimating Businesses Need a CRM?\*\*](#)

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