

Package Price Optimization

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Optimises your package pricing structure — the good-better-best price gaps, anchoring, decoy/premium tiers, and add-on pricing — so more clients pick the middle/premium tier and your average booking value rises. Use it to tune package prices. For the base model use the Pricing Model.

Purpose of this tool & output

Structure package prices to maximise value

How the output is used

Use it to structure package prices to maximise value — a package price optimisation across tiers, anchors and add-ons.

Important cautions

Structure tiers so the middle (or premium) is the obvious value choice via anchoring and a well-priced premium tier; ensure each price jump delivers a clear value step-up. The goal is a higher average booking value, not just more bookings.

Companion documents

- Pricing Model
- Quotation & Proposal Builder
- Project Cost Calculator
- Value-Based Pricing Strategy
- Price Negotiation & Objection Handling
- Seasonal & Demand Pricing

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