

WINSOURCE
SMART SALES SIMPLIFIED

Staffing Pricing

Wise Words On Pricing

Pricing Wisdom



The single most important decision in evaluating a business is pricing power. If you've got the power to raise prices without losing business to a competitor, you've got a very good business. And if you have to have a prayer session before raising the price by 10 percent, then you've got a terrible business.

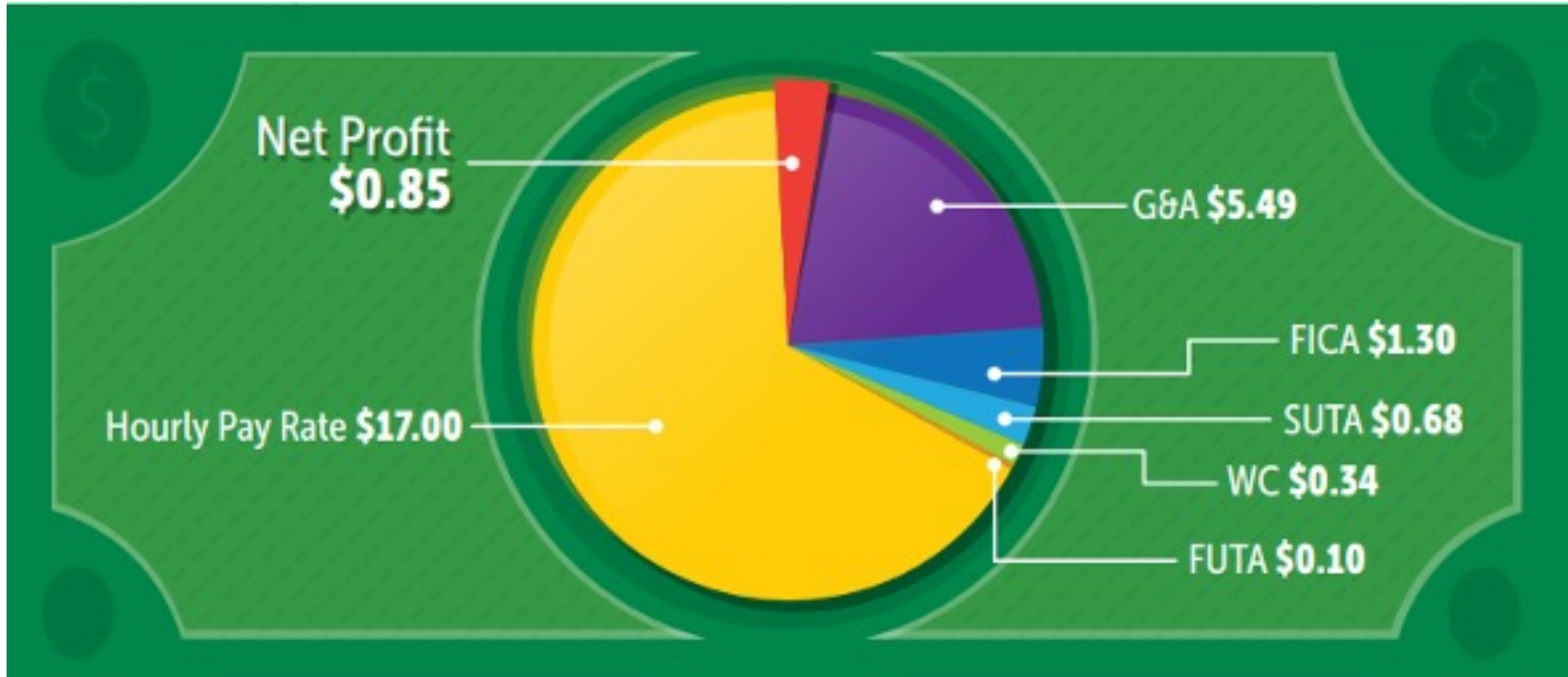
— Warren Buffett



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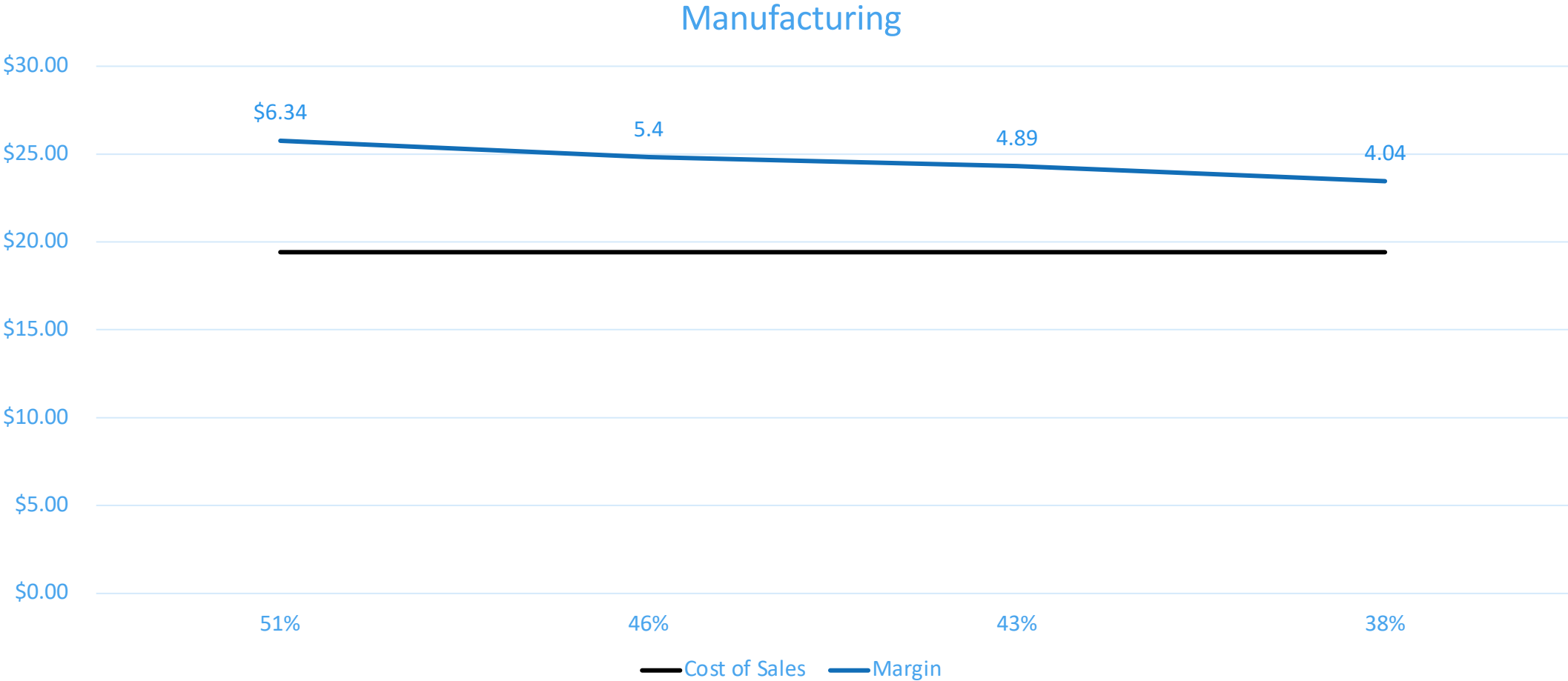
Pricing In Staffing

\$25.76 Bill Rate

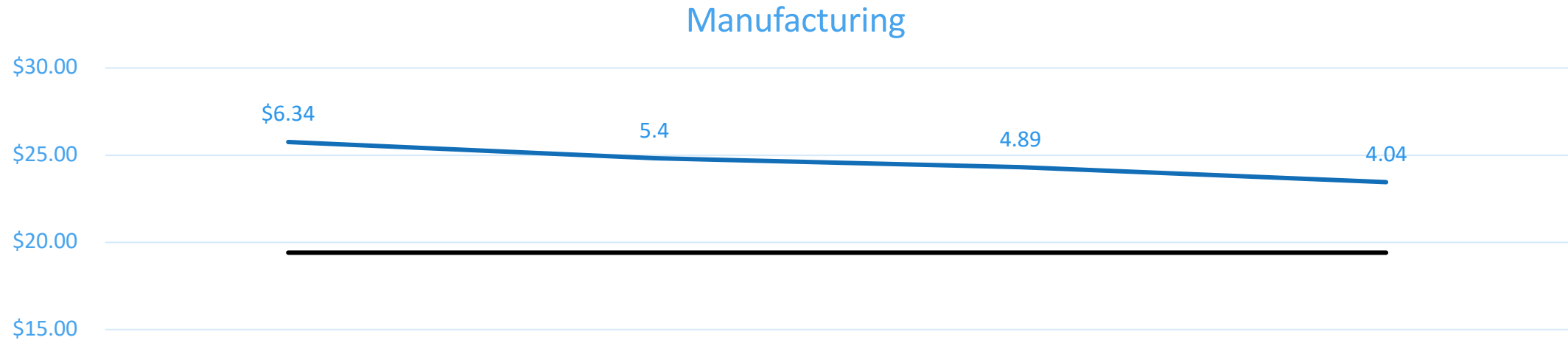


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What Is The Difference?



What Is The Difference?

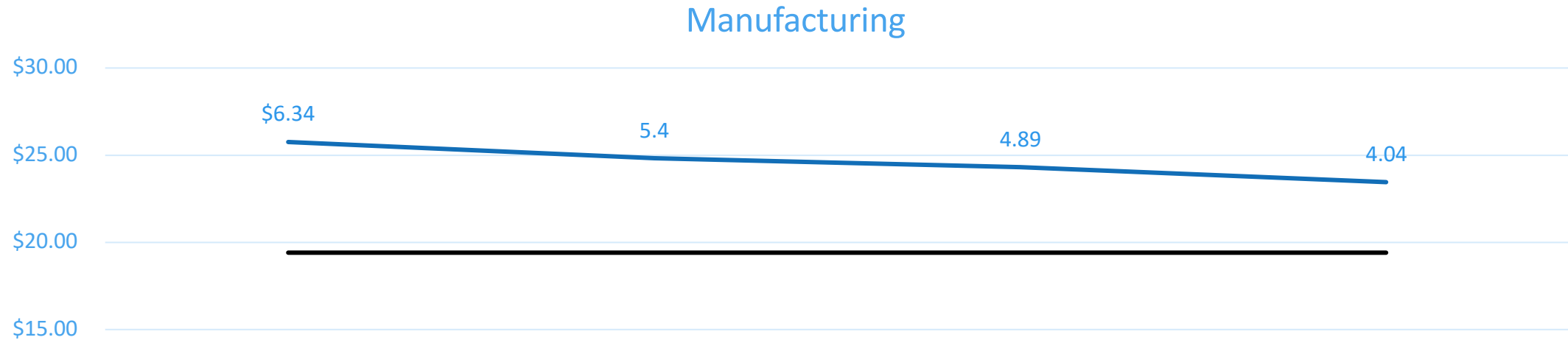


Example: 4 Workers x 6 months of full-time work:

- Loss of \$8900 in GM\$

What does it take to make up that lost GM?

What Is The Difference?



Example: Customer asks for upgraded screening such as 10 panel drug test and upgraded background check.

- Assumes 4 workers that meet criteria and are placed.

What does it take to make up that lost GM?

Why Is Staffing Valuable?

We help them:

- Avoid
- Maintain
- Grow



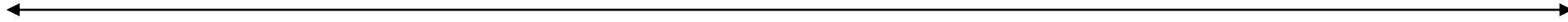
A top-down photograph of coffee-related items: a pile of dark coffee beans, a metal coffee grinder, and a white coffee cup filled with coffee. The items are set against a light-colored wooden surface. The entire image is overlaid with a semi-transparent blue filter. A thin white horizontal line is positioned above the title text.

Commodity vs. Value

Elasticity In Staffing Pricing

Low Touch

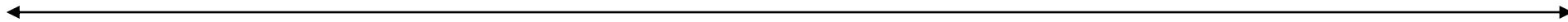
High Touch



Service

Not Vetted

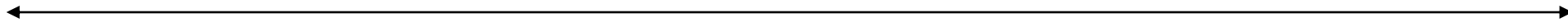
Highly Vetted



Workers

\$

\$\$\$\$



Pricing



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Customer Options

Pricing starts with
your customer



Customer Options

Price and Product	Price and Service	Product and Service
		
\$5	\$28	\$85

Customer Options

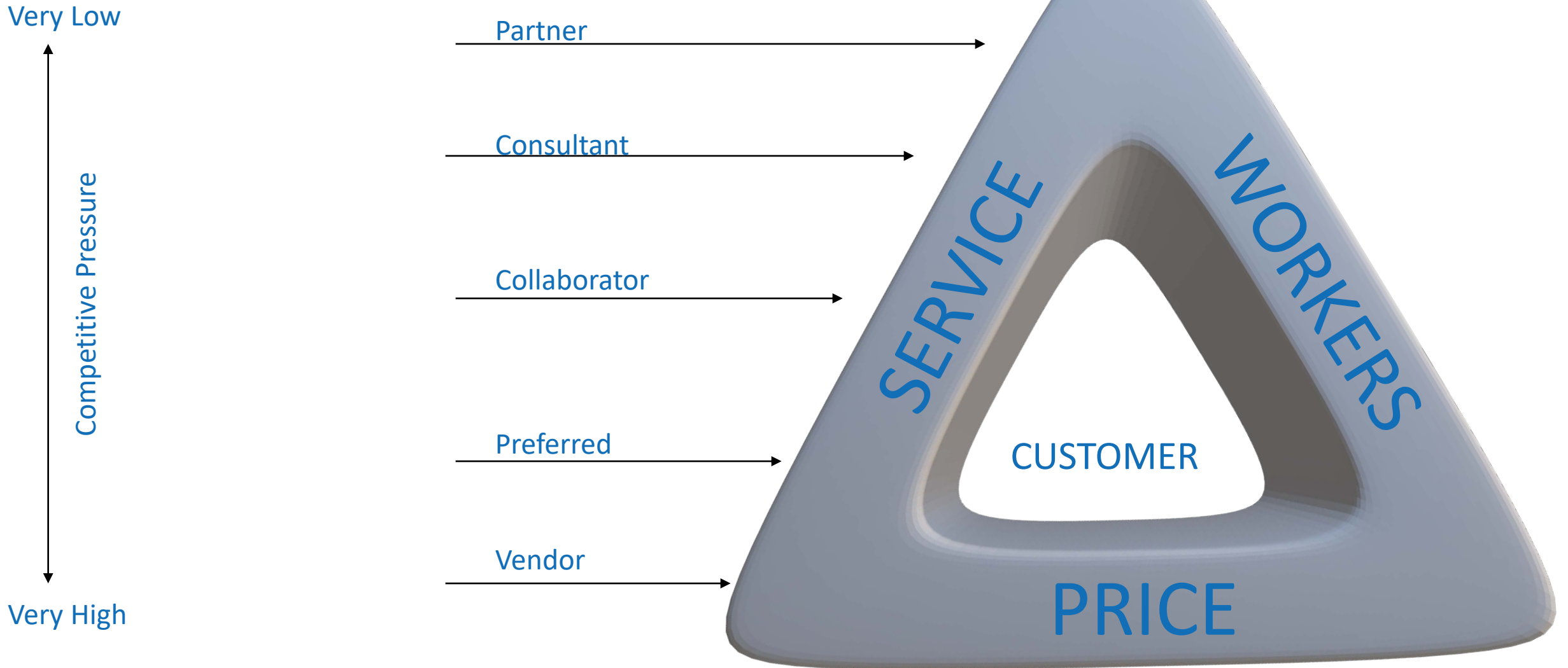
What do they value?

Pick 2:

- Workers
- Service
- Price



Customer Options



Good Discovery Is Necessary

Who is their customer?
Are their margins tight?
Commodity or Value?
Grow, avoid, maintain?
Buyer type?



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Value Starts With Sales

- Your presence adds value
- Your marketing approach adds value
- Your sales approach adds value
- Your sales skills add value
- Your supporting steps add value

When & How To Discuss Pricing

- During the sales process
- After you have committed to providing solutions
- After a business review
- Annual review
- Compelling market event
- Post hire

“Easy on the people, tough on the issue.”



Pricing Best Practices

- Thorough discovery
- Solutions tied to value
- Continue to provide value over time
- Use your ICP
- Be present
- Get a partner



Post- Pandemic Pricing

- No one has done this before
- Prices are rising across the board
- Slow steady push requires max effort, time to leapfrog
- If you aren't shocking them, you are missing out