

## Pricing

**How and why do you currently price your products and services the way you do?**

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**Consider the 5% solution. Ask yourself how you could add 5% to the bottom line tomorrow without sacrificing quality or service:**

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**How can we dissect our product line or services offered to uncover profit opportunities?**

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**Who will oversee this project?**

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**When will a plan be put in place?**

Date: \_\_\_\_\_