

From: mailer@infusionmail.com <mailer@infusionmail.com> on behalf of Travis Lee
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Sent:

To:

Subject: Live by price, die by price

Good morning Jack,

There's a common misconception among many business owners that the most important thing you can do to meet increasing market challenges is to bend over backwards to keep your prices low.

This could very well be a recipe for disaster.

For example, K-Mart once dominated the low price position, until Walmart took it away from them. Now K-Mart is pretty much in shambles. This demonstrates the high risk of buying customers purely based on having the cheapest prices.

There's no doubt that you can essentially buy business by undercutting your competitors' prices. Indeed, you can build a business entirely based on price, as Motel 6 demonstrates. But history tells us that the cheapest priced businesses are much more vulnerable than the highest priced businesses. Here's why: a Nordstrom customer prefers Nordstrom for a combination of reasons, including quality merchandise, knowledgeable and courteous salespeople, legendary service, pleasant shopping environment, satisfaction guarantees, etc. vs., say, the K-Mart customer who would prefer shopping elsewhere if it wasn't for their need for the cheapest price. A competitor needs to alter only one factor - price - to steal customers from a cheap priced vendor. But a competitor must alter a number of factors to steal a customer from a Nordstrom.

On November 17 from 11:30 AM to 1:30 PM at our [GKIC Marketing Power Lunch](#), we'll dive deeper into this and other pricing strategies that can bring in more revenues without more effort.

[Click this link to let us know you'll be coming.](#) It's just \$47 to

join us again as a returning guest.

I'm confident you'll not only get great value from what we'll discover today, you'll have a wonderful time as well.

To Your Success,

Travis Lee
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