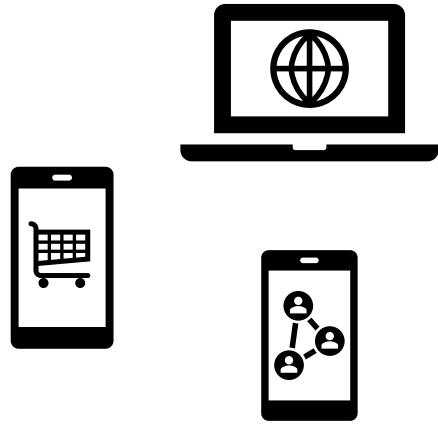


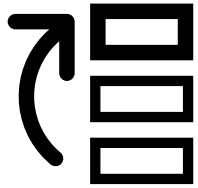


Prijzen communiceren aan klanten



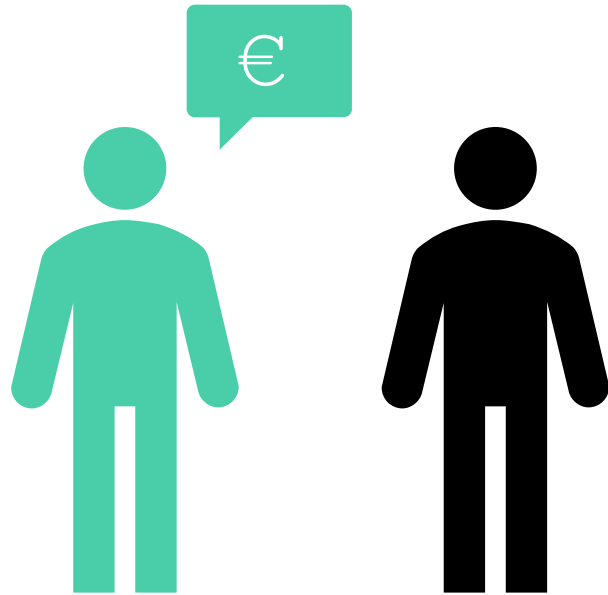
**Website en
social media**

- **E-commerce** → **Ja**
- **Lage prijzen** → **Ja**
- **Hoge prijzen** → **Filter**
- **Wat doet de rest?** → **Keuze maken**



Vanaf-prijzen

- **Filteren van potentiële klanten**
- **Realistisch houden**
- **Prijs afhankelijk van variabelen**
- **Volgende stappen voor prijs op maat**

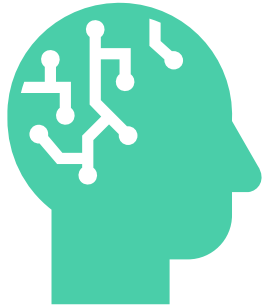


- **~~“En, wat kost dat?”~~**

- **Problemen, uitdagingen en wensen**
 - **Oplossing, werkwijze en meerwaarde**
 - **Linken leggen**
 - **Prijs vermelden**
-
- ➔ **Niet blijven hangen**
 - ➔ **Opnieuw meerwaarde vermelden**
 - ➔ **Klant laten focussen op het gewenste resultaat en de oplossing die je aanreikt**



- **Tijdig op de hoogte**
- **Niet onder druk zetten**
- **Minimum 2 maanden op voorhand**
- **Laat niet te lang winst liggen**



- 1. Bedanken voor samenwerking**
- 2. Hun mening vragen**
- 3. Klemtoon op ontwikkeling**
- 4. Benoem wat hetzelfde blijft**
- 5. Benoem wat wijzigt**
- 6. Duidelijke datum afspreken**
- 7. Meerwaarde garanderen**
- 8. Blijf bereikbaar**

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 Credit card rates Online: 2.4% + 30¢ ⓘ In person: 2.2% + 0¢ ⓘ  Features Up to 15 Staff Accounts Unlimited File Storage 24/7 Support Fraud Analysis ⓘ Manual Order Creation Discount Codes Website and blog Free SSL Certificate ⓘ Save \$0.78 per shipping label ⓘ Gift Cards Professional Reports Abandoned Cart Recovery Advanced Report Builder Real-Time Carrier Shipping	 Credit card rates Online: 2.6% + 30¢ ⓘ In person: 2.4% + 0¢ ⓘ  Features Up to 5 Staff Accounts Unlimited File Storage 24/7 Support Fraud Analysis ⓘ Manual Order Creation Discount Codes Website and blog Free SSL Certificate ⓘ Save \$0.59 per shipping label ⓘ Gift Cards Professional Reports Abandoned Cart Recovery Advanced Report Builder Real-Time Carrier Shipping	 Credit card rates Online: 2.9% + 30¢ ⓘ In person: 2.7% + 0¢ ⓘ  Features Up to 2 Staff Accounts Unlimited File Storage 24/7 Support Fraud Analysis ⓘ Manual Order Creation Discount Codes Website and blog Free SSL Certificate ⓘ Save \$0.49 per shipping label ⓘ Gift Cards Professional Reports Abandoned Cart Recovery Advanced Report Builder Real-Time Carrier Shipping

These prices are valid until August 1, 2016. Shopify collects sales taxes in states where it is required by law. Stated prices do not include these taxes.



STREVER

Prijzen communiceren aan klanten