

It's all about price!

Coach
for
Growth

Business Type: Physiotherapy practice



ENTREPRENEURS CIRCLE
CERTIFIED COACH




The owner of two clinics was very proud of her practice, but the profits were not allowing her to live her dream life, she was turning into a busy fool. She was competing on price with lots of discounts and offers. Her clinics were very busy, but.....

After reviewing her numbers, she took the calculated risk and removed all discounts and offers. She was worried that her customers would go elsewhere. They didn't, in fact she grew her customer base from 481 to 621 and her average customer value, by positioning her value in a different sector of the market.

You have to understand your value

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