



**DON'T BELIEVE THIS RUBBISH ANY MORE!**

Last week I saw another pricing expert posting here that a 1% increase in your sales price was the most effective way to drive operating profit. Well, I guess when all you've got is a hammer everything looks like a nail, but that old piece of "conventional wisdom" couldn't be more wrong.

The fact is that a 1% improvement in sales pipeline conversion will drive nearly 6 times more sales and profit uplift than a 1% increase in price. And that's before you allow for the hit to your conversion from that increase in price.

Don't believe me? [Watch here.](#)

The amount of ill-informed rubbish parading out there as sales and marketing advice is getting out of hand.

**RevenueTEK**