**Make Your Offer So Good People Feel Stupid Saying No!!!**

**Example:** [**https://twitter.com/nickgraynews/status/1780448400418193615**](https://twitter.com/nickgraynews/status/1780448400418193615)

1. Value Maximization: Ensure that the perceived value of what you’re offering significantly exceeds the price, making the decision to purchase a no-brainer for customers.

Value Maximization example: Slack – Slack offers an enterprise communication platform that integrates with numerous tools and services. Their free version offers substantial utility, making the transition to a paid plan feel like an inevitable choice for businesses wanting more features and control.

1. Market Leadership: Establish your offering as the top choice in your sector by focusing on niche markets and excelling in service quality.

Market Leadership example: Salesforce – Salesforce has established itself as a leader in CRM solutions by focusing on various niche markets, including small businesses and large enterprises, ensuring their service is perceived as the best option for managing customer relationships.

1. Eliminating Customer Risk: Make the purchasing decision easier by guaranteeing outcomes or providing exceptional satisfaction guarantees that go beyond standard refunds.

Eliminating Customer Risk example: Adobe Creative Cloud – Adobe transitions from perpetual licenses to a subscription model, providing constant updates and support, which reduces risk for customers relying on their software for business-critical operations. Their cancellation policies and free trials further decrease customer risk.

1. Enhanced Offer Bundles: Improve the attractiveness of your deal by combining products or services, creating a comprehensive package that delivers more value than individual items.

Enhanced Offer Bundles example: Microsoft 365 – Microsoft bundles applications like Word, Excel, Outlook, and Teams, along with cloud storage, enhancing the overall value of the package considerably compared to purchasing each app separately.

1. Strategic Pricing: Employ pricing strategies that set a high perceived value, using higher-priced alternatives as a reference to make the actual price seem more appealing.

Strategic Pricing example: HubSpot – HubSpot uses a tiered pricing model, offering basic features at a lower cost with the option to upgrade as businesses grow. This strategy highlights the value at higher tiers by positioning them as solutions for scaling companies.

1. Challenge-Based Engagement: Introduce a manageable level of challenge in acquiring your product or service to increase its value and desirability.

Challenge-Based Engagement example: Duolingo for Schools – While primarily a consumer-facing platform, Duolingo offers a version for schools that involves teachers in setting challenges for students, thereby increasing the perceived value and engagement through a gamified learning experience.

1. Adapting to Market Levels: Tailor your offerings to match the sophistication and expectations of your target market, evolving as customer awareness grows.

Adapting to Market Levels example: Tableau – Tableau offers advanced data visualization tools that cater to varying levels of user sophistication, from simple drag-and-drop interfaces for beginners to complex data scripting features for advanced users.

1. Crafting Compelling Deals: Design deals that evoke a strong emotional and rational response, making it difficult for customers to decline.

Crafting Compelling Deals example: Shopify Plus – Shopify Plus targets high-volume businesses and enterprises with deals that bundle e-commerce hosting with premium features like advanced security, API support, and personalized service, making the offer compelling and hard to refuse.

1. Proving Value Upfront: Offer a preview of the results customers can expect before they make a purchase, building credibility and trust.

Proving Value Upfront example: Atlassian – Atlassian, known for tools like Jira and Confluence, offers extensive free trials that allow teams to integrate and use the software within their workflows extensively before committing financially.

1. Focusing on Transformation: Highlight the transformative impact of your product or service, emphasizing the positive changes customers will experience post-purchase.

Focusing on Transformation example: Asana – Asana promotes its project management tools by focusing on the transformation businesses will experience in productivity and transparency in project handling, turning team collaboration into a more streamlined and efficient process.