Raising Prices

Marketing

Increasing a price without losing the customer.

Executing a price rise.

1. **Justify with value, not cost**
   Point to what improved, not to your rising costs.
2. **Give notice**
   Enough time to plan, which reduces the sense of ambush.
3. **Protect existing customers first**
   Grandfathering or a phased path reduces churn.
4. **Segment the increase**
   Not every customer or tier needs the same change.
5. **Brief the frontline**
   They face the reaction, and need the reasoning and the limits.

Small, regular increases are absorbed far better than a single large one after years of no change.