Pricing PART III

How to set up a packages in ProSelect

Who Am I?

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- ProSelect Trainer/Educator

- Boutique Studio Owner, Bend OR

- Newborns & Families

What We Covered 2 Weeks Ago

- The importance of pricing yourself correctly

- How to determine what you need your average sale to be.

- What products should you carry?

- Different price structure styles and what will work for you?

- Creating packages from your chosen products

What We Covered Last Week

Pricing In ProSelect PART II

- Where to set up pricing in ProSelect.

- Preliminary set-up for the easiest input (Price List Names, Presentation Options, Print Paper Sizes and Tax Set-Up).

- Entering print prices, layout prices, and frame price groups.

- How to price Books.

- Order Adjustments.

- Print and Layout Extras....what are they?

What We'll Cover Today

Pricing In ProSelect PART III

- Review Package Structure Types & How those Fit Into ProSelect.

- Entering & Ordering Packages.

- Using the Shopping Cart.

- Credit Based Pricing.

Pricing Set Up In ProSelect

- Is not perfectly intuitive and one of the key areas where most users stumble, especially when it comes to importing their collections and print packages....

- ...But it's the key to moving forward and using the software to its full advantage.

- It's important to set up pricing correctly so that you can use High-Res Production effectively.

- You must have a basic understanding of template design in ProSelect to use its pricing features properly. Refer to archived template webinars on www.timeexposure.com

Price List Set Up

Once you have your presentation options, sizes and price list names set up, it s much easier to create your price lists.
Choose a price list (product line) in the upper left drop down menu.

Price List Set Up

Prints

The easiest to enter. These price list items correspond to ANYTHING you will order in the Prints module.

Layouts

These price list items correspond to ANYTHING you will order in the layouts module. This includes cards, storyboards, session albums, matted prints.
You must have a basic understanding of templates to work with this pricing.

Frames

This is where you set up calculation based pricing on your frames. IOW, you set up groups of frames and price each group by the inch/centimeter.

Order Adjustments

These items are add ons or discounts you want to append to a price list. These are GLOBAL Adjustments to the shopping cart.
Ie. Charge for travel, overall retouching fee, session fees, 15% off an entire order, etc

Basic Ways of Structuring Packages & How They Fit Into ProSelect

Common Package Styles

- Set quantities & numbers (1-16 x 20, 2-8 x 10's, 5-5x7's)

- Big Ticket Item with Gift Prints (Album + 10 gift prints)

- Big Ticket Item with Print Credit (Canvas Gallery + $500 in prints)

- Credit Based Pricing (Each product worth credits. The more credits you buy, the cheaper the per credit price)

- Create Your Own Collection (Follow 3 steps to create a package)

Entering Packages

- This part is the toughest part of pricing in ProSelect because all Collections are structured differently. There is not ONE set way to enter Packages. You have to learn to "think" like the program.

Remember This.....

- With most Collections, the shopping cart will contain the ENTIRE package. When the order is finished, the shopping cart will contain all elements of the package and any extras your client has ordered.

Two Steps:
1. Create the necessary template(s) for each Collection if a layout item is needed.
2. Price and name a "Presentation" to each layout item or print item in the Collection, so they add up to being the total Collection price in the shopping cart.

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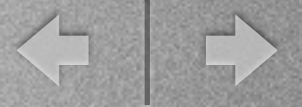
Basic Pkg-Set # and Set sizes.

Example: 1-16 x 20, 2- 11 x 14, 5- 8 x 10

The Standard and Easiest Type Of Package To Enter. Sizes and quantities are set: This is a LAYOUT order

1. Create a template with image holes corresponding to each item in the Collection.
2. Price the template as the cost of the entire Collection and provide a presentation option for each Collection Name.

Create Your Own Collection

A Collection where your client gets to build their own collection using a certain number of steps:
1. Choose a Wall Portrait
2. Choose an Album

3. Your Gift Prints
4. Choose Your Digital Files

This style of Collection is one of the easiest because it's just like creating an a la carte order.

1. Create layout orders and print orders for all your products.
2. Price them accordingly with their own presentation names. When all steps are complete the client's entire shopping cart will be the "created" collection.
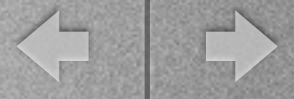
Our Pricing Model

We have found this method to be the most flexible for my clients. It's basically A La Carte with "Rules"

PROS
-No Ceiling
-Ultimate Flexibility for the client.

-Client feels they are getting what they want.
-Easy to Enter Into ProSelect and Track.

CONS
-Can sometimes be confusing

1   Choose Two :   Wall Art / Digital Files / Albums

2   Choose Three or More Gift Prints: 8 x 10 / 8 x 8 / 5 x 10 / 5 x 7 / Wallets

3 (optional)   Choose Boutique Items

Our Designer Collections are made to be flexible, so you can custom create a portrait collection that will best compliment your home and your personal needs. Just follow the three steps!

Collections w/o Set Sizes

Usually contain a "big ticket" item and a certain number of gift prints.

1-20 x 24 Wall Portrait and 12-Gift Prints=$1200

1. Create a layout or print order for the "big ticket" item.
2. Price that "big ticket" item at the entire Collection price, then add on the gift prints as print orders set to $0.00.

This method is the most difficult to do because it doesn't allow you to track your $$ sales of gift prints. Not my favorite. *If you set ALL sizes of your gift prints at one price ($60 all prints 8 x 10 and below), it's easier.*

1. Create a Layout template or print order item for the "big ticket" item.
2. Price that "big" item: (Collection price – 12 gift prints = "Big ticket" item) 1200-720=480. Add on gift prints at one price.

Collections w/ Print Credits

These collections usually have a "big ticket" item and a dollar amount for the client to spend on any type of print.

Session Album and $500 Print Credit = $120

1. Create a layout (template) item or print order item for the "Big Ticket" item. In this case, name the session album as Presentation Option: *Session Album Collection I*

2. Price the "Big Ticket" item as the entire Collection price minus the print credit (Collection Price – Print Credit = "Big Ticket" Price) 1200-500=700

3. Add on the clients prints into the shopping cart until the total dollar value of the shopping cart equals the Collection price or more.

This method can be a better alternative to the "Gift Print" method because it allows you to track your gift print sales.

Collections As A One Time Discount

Clients purchase items A La Carte and then receive a percentage discount if they complete the order on the DAY OF the ordering appointment.

A La Carte + 20% off.

1. Add the clients prints and layout orders into the shopping cart until they are satisfied.
2. Create an Order Adjustment for 20% off and apply to the shopping cart.

Very easy method for entering pricing into ProSelect, however it does not help you achieve your desired average sale at EVERY session. Great for folks who are good sales people.

Credit Based Pricing

- ProSelect now allows you to assign credits to products. Your client purchases credits. Credits drop in price as the client buys more of them.

- A reward based system that encourages your client to spend more.

- Orders> Credit based Pricing Set Up>Enable

- A basic pricing structure is provided. You can adjust as you like.

- Orders>Price List Names>Create a Credit Based Price List