



How to Price Your Towing Services And Profit: Creating a Pricing Strategy to Grow Your Towing Business

Don Archer

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Many Tow Truck operators throughout the United States have struggled out of a fear of scarcity. They're afraid that customers will look elsewhere if they charge what they're worth. With that ever-looming fear many have gone under. Due to a need to respond to a central message that says; "people only want the lowest price", they've dropped to the lowest common denominator; rendering their businesses unsustainable. Rather than providing more value and demonstrating such, they choose instead to focus on undercutting the competition. The result of which is thousands of towers who are barely making it and thousands more customers who don't know what true market rates are. The purpose of competition was never to drive "the winners" out of business. Competition was meant to allow the cream to rise to the top while customers reaped the benefits of service not unrealistic pricing. This book will not only show you the right way to determine an evenhanded price for your services but you'll also learn to look at the competition in a new light. Rather than a bane to your existence, competition can be a partner of sorts, taking the customers you can't handle at times and funneling their overflows to you at others. So let the competition do what it will—and use what you learn here to transform your so-so business into a profitable one.

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