

FINANCIAL & COMMERCIAL MASTERY — MODULE 8

Competitive Pricing Audit

Benchmark your pricing against local competitors and position strategically.

Name:	Date:
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Research three competitors. Map comparable treatments. Identify your pricing position.

Competitor Mapping

Treatment Category	Your Price	Competitor A	Competitor B	Competitor C	Your Position

Average Spend Analysis

Metric	Current	Target (+15%)	Gap
Average treatment value			
Average retail per guest			
Average total spend per visit			

Three-Tier Pricing Structure

Design a three-tier structure for your most popular treatment category:

Tier	Treatment Name	Duration	Price	Revenue/Hour	Purpose

PRICING STRATEGY SUMMARY
