

Roller Coaster Pricing



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We always talk about the psychology of selling in Internet Marketing, but one thing that is often overlooked is how annoying and short-lived some of the sales schemes are. Firesales, or Dime Sales where the price goes up, sometimes rapidly, increases the desire to get in early by prospective buyers, but it can leave a bad taste in their mouth because they feel rushed or weren't around when the price was low. Not only that, sales that run up in price in one direction, tend to become less popular with time, as the price gets out of reach. Enter Roller Coaster Pricing With some experience in day-trading the stock market a few years back, I know something about market psychology. One of the known times that the volume of trades can go way up, is when a perceived bottom is reached in a stock or index price. Why not apply that same psychology, and create a scenario where a product's price goes up and down with every refresh of the potential buyer's sales page? Surely, they will try hard to catch a bottom and it will increase sales! Tags: Roller Coaster Pricing, im, plr

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