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# How to Productize Your Services and Boost Your Project Profit by 12% or More

Instructor: Aarni Heiskanen

1. What book does Aarni Heiskanen recommend?

- Selling a Service by Aarni Heiskanen
- Selling the Invisible by Harry Beckwith
- Productizing Your Services by Harry Beckwith
- Productizing Your Ideas by Aarni Heiskanen

2. A service is productized when

- It can be sold
- It can be licensed or its ownership can be traded
- It is a physical product
- It has value

3. What is the first level of service productization?

- Redefine the business model
- Commercialize a new service
- Improve and systemize

4. What is one way to productize your services?

- Charge an hourly rate
- Prototype, systematize and commercialize
- Use SEO

5. What is one pricing model that was not listed as an example

- Pass through cost
- Service level – bronze, silver, gold
- Units – Area, number of users...
- Fixed – flat price per service

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