

Building a robust and comprehensive pricing strategy

Our Strategic Pricing Review helps you consider the key issues in setting prices. Each stage is supported by a robust process and our price modelling software.

The whole process allows senior management to build a coherent pricing strategy that you all believe in. The benefits will be a clearer understanding of the value of your offering and the price at which it can sell.

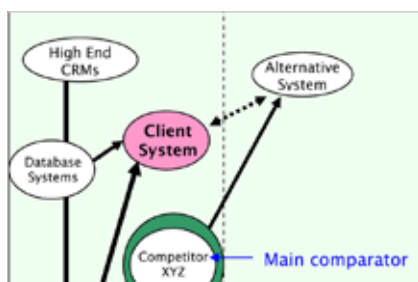
“The process realigned my thinking to what our product is worth to the customer, rather than what I thought the customer would pay.”

*George Petri,
Managing Director, Nomis Ltd.*

Diagrams from Workshops

The left-hand diagram (workshop 1) shows the client system in relation to the competition.

The right-hand diagram (workshop 3) shows the buyer behaviour pricing software in action.



The benefits of the review

- The four modules cover the key aspects of pricing
- The modules are interactive and use your own data
- We use a series of price models to show the likely outcome
- They allow you to build up a coherent pricing strategy
- This shows where you are missing out on additional profits

What the modules cover

There are four independent, but interlocking half-day pricing modules. They cover:-

1. Revealing the value price

This reveals the true value of your offering. It highlights areas where you can command a higher price for your products or services.

2. Pricing cycle and global channels

This at the product life cycle and how it affects prices. It also covers pricing and distribution channel issues in the global market.

3. Buyer behaviour mapping

The third module looks at the factors that influence the buyer. It allows you to see what changes could improve the price and sales volume for your offering.

4. Action and planning

Finally we can work with you on a consultancy basis to look at specific issues that need to be resolved. The aim is to ensure that the pricing is truly applicable to your company.

The output of each module is captured in a specific price model, of which you get a copy. You can use these models after the review to refine or verify the data and respond to changes in the customer's buying patterns or new competition.

Who should attend?

The review is aimed at senior management, as pricing is a strategic issue. In addition senior sales and/or marketing people should attend to help supply the relevant data and participate in forming the pricing strategy.

The benefits

The main benefit is the opportunity for your company to investigate ways of increasing the profits from its products or services. You will explore these options through a structured approach that ensures all aspects of the pricing options are considered.

The modules are highly interactive workshop that look at the specific issues you have. Each module has its own pricing model which is populated during the session. This provide evidence on which to set your overall pricing strategy and also allows you to revisit your pricing strategy as circumstances change.

Because the modules are split into four independent sessions you can choose the most appropriate ones for your situation. And because each module interlock with the others they build a robust pricing strategy in discrete steps, allowing its validity to be checked as you go.

Current figures	
Number of sales =	20
Typical sale price = £	30,000
Total Sales = £	600,000
Projected figures	
Number of sales =	28
Typical sale price = £	37,000
Total Sales = £	1,036,000
Product matches needs	Effect Price 4%
Segmentation	5%

Would you like to develop a clear and robust pricing strategy for your company? We can help you to do this in a systematic way.

Contact Jon today using the details below to discuss which pricing workshops are right for you.