



# PRICING STRATEGY AND TOOLS

## Why this program?

*“Pricing is the moment of truth—all of marketing comes to focus in the pricing decision.”*

Raymond Corey  
Harvard Business School  
Industrial Marketing: Cases and Concepts, 1962

Pricing is perhaps the most important decision marketers and other business professionals make—yet for the most part it receives the least intellectual rigor of all the marketing mix variables. Business schools, be they elite or average, graduate legions of MBAs with little or no exposure to the strategy and tactics of pricing. In many ways this situation is tragic given the fact that small changes in average selling prices can have significant effect on the firm’s profitability.

PRICING STRATEGY AND TOOLS will give you a focused opportunity to explore the valuable strategies and tactics available for optimizing your pricing decisions. You will be offered a simple but powerful mental model for approaching pricing problems. In addition, using software tools you will gain hands-on experience to understand pricing strategy options in terms of customer perceived value, economic value, and customer trade-offs that reflect price sensitivity.

With the knowledge you gain in PRICING STRATEGY AND TOOLS you will approach that moment of truth—the pricing decision—with skill and confidence.

## PROGRAM OBJECTIVES

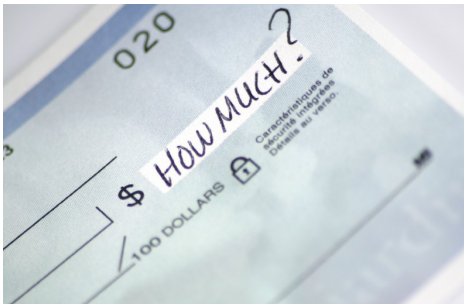
Pricing strategy can be the marketer’s biggest direct contribution—positive or negative—to business profits. By moving from cost-based or intuitive pricing methodologies to value-based pricing, many businesses have reported boosting profits more than 20%. The ultimate objective of the PRICING STRATEGY AND TOOLS program is to help you increase your firm’s profitability through better pricing analysis and decision making.

This intensive two-day course will introduce you to:

- Why buyers never make purchase decisions on pricing alone, but on their perception of value—and how you can change those perceptions.
- How your company’s costs should, and should not be considered when making pricing decisions.
- Breakeven and contribution margin analysis.
- Identify value-added alternatives to competing on price.
- Customer profitability, why its important to the bottom line, and how to manage it.
- A mental model to use pricing strategically to better manage short—and long term profitability.

## How have past participants responded?

- *“Extremely engaging, interesting and relevant.”*
- *“Great toolkit to think about pricing in a much broader way.”*
- *“Made me think more strategically about pricing and value.”*
- *“Easy to understand and relevant to my role.”*
- *“It’s all about looking at value for both customers and shareholders.”*
- *“Enough material to digest and demystify pricing.”*
- *“Gives tangible advice and tools for improving business profitability.”*



## What will you learn?

In this two-day, highly engaging PRICING STRATEGY AND TOOLS program you will be exposed to and work with the key concepts and tools required for optimizing your input to pricing decisions, including:

### A FRAMEWORK FOR VALUE-BASED PRICING

- Understanding the three C's of pricing:
  - ◆ Customers
  - ◆ Competitors
  - ◆ Company (yours!)

### COMPANY COSTS AND RELEVANCE IN PRICING

- Determining relevant costs
- Contribution margin and pricing decisions

### FINANCIAL ANALYSIS

- Breakeven analysis and its value in marketing decision making

### CUSTOMERS AND VALUE CONSIDERATIONS

- Perceived value
- Economic value
- Understanding and planning for the psychology of pricing
- Price elasticity of demand
- Do purchasing agents and consumers tell the truth about what they are willing to pay?

### COMPETITION

- Proactively managing the competitive threat
- Managing competitive information

### STRATEGY AND TACTICS

- Segmentation and pricing fences
- The product life cycle and pricing implications
- Pricing policy development and management
- Communicating differentiated value
- Skimming, penetration and neutral strategies
- Offensive and defensive strategies

### PRICING AND THE MARKETING MIX

- Creating an integrated marketing mix strategy

*"MarketCulture Strategies' pricing course is highly engaging and concrete. Shortly after attending the course a member of my team used his new skills to analyze a pricing problem brought to him by our sales force. His approach and decision was contrary to previous norms for our company, will deliver over \$200,000 per year in profit, and gained the support of the sales leadership team. Clearly, the ROI for our participation in this program has been very, very high".*

John Bubel  
Business Director  
ATMI

## Who Should Attend?

PRICING STRATEGY AND TOOLS is for business professionals who contribute to (i.e. value creation activities) or make pricing decisions. Some marketing background is useful but not essential. Both individual contributors and those with direct reports will benefit.

Participant titles may include, but are not limited to:

- Division Executive
- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Channel Manager
- Market Research
- Business Development
- Sales Manager
- Sales Representative



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