

## e.g. 1-day Pricing Workshop “Pricing in Turbulent Times

1. The Power of Pricing – How setting the right price can help you achieve corporate profitability and market share goals, increasing revenues by 2-4%.
2. Pricing Basics-
  - a) What’s your real price?  
Using the price waterfall to manage your pricing
  - b) Price levers
  - c) Demand analysis and pricing strategy
  - d) Scatter gram Analysis and what it tells you about customer purchasing behaviours
3. Understanding how your customers make decisions in turbulent times
  - a) Why they buy
  - b) What they value and how that changes from normal times
  - c) How they decide between choices
  - d) Why should they buy from me

## e.g. 1-day Pricing Workshop “Pricing in Turbulent Times Cont’d

4. Five pricing approaches and how to use them in turbulent times
  - a) Cost-based
  - b) Competitive-based
  - c) Value-based
  - d) Performance-based
  - e) Revenue optimization-based
5. Price Wars: How to Avoid Them and How to Fight Them
6. Negotiating with customers in turbulent times
  - a) Incorporating your short- and long-term goals
  - b) Incorporating your customers’ objectives
7. How good companies manage pricing decisions
8. Right-Pricing and when to say No!