



Price

optimize Profitability

Price teaches you how to take the guesswork out of pricing to increase the return on your efforts. Learn how to determine what your market is willing to pay, so you set the right price for each segment.

Register for **Price** or find out how **Pragmatic Institute** can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411** today.





Price

Who should attend?

This intro to pricing is for anyone, no matter what job title, who makes or influences product pricing decisions

Included templates and checklists:

- Environmental Influences
- Value Calculation
- Price Segmentation
- Product Portfolio Worksheet
- Isoprofit Tables
- Pricing Ownership Matrix
- Total Cost of Ownership Comparison
- Value Matrix

Ascertain Environmental Factors

Understand your market, your company and other key considerations that influence pricing.

Topics Covered:

- Determine who competitors are and how they compete
- Assess the characteristics of your buyers and how they make their decisions
- Recognize the real role of cost in pricing decisions

Develop a Strategy Based on Value

Price based on what your offering is worth to your customers.

Topics Covered:

- See how price sensitivity varies by buying-process stage
- Implement six simple steps to determine what your market would pay
- Predict purchase behaviors.

Maximize Profit

Capture the most revenue while aligning with corporate strategy.

Topics Covered:

- Learn how to use portfolios and packaging to simplify customer decisions
- Discover the importance of segmentation in maximizing return from each market
- Give sales the confidence to win with your price

Establish Pricing Roles

Ensure a successful implementation of your pricing strategy.

Topics Covered:

- Establish pricing processes and systems
- Identify owners and contributors for each component of pricing
- Determine the data that will drive each process



Attendees have the opportunity to earn certification at the end of this course.



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