



# Vantage Point Associates Pricing Workshop

## Audience

1. Product, market, pricing and sales managers who have the need to develop a strategic approach to pricing but do not necessarily know how to get the job done.
2. Managers who participate on business teams responsible for setting the pricing policy for products and markets.

## Key Benefit

Market-focused companies recognize that price is the only tool for capturing value and generating revenue. Furthermore, price has significantly more effect on profit than increases in sales volume or reductions in fixed and variable cost. Pricing is often seen as an intractable, complex problem requiring a large commitment of resources. This workshop and its tools are designed to help managers at all levels unravel the apparent complexities of pricing in order to improve their pricing policies and, in so doing, increase their profits.

## Workshop Objectives

After completing this workshop, participants will be better able to

1. Measure the effect of pricing on profit and revenue achievement
2. Determine pricing objectives in relation to overall marketing goals
3. Apply a pricing process to determine recommended pricing for given products and services
4. Set guidelines for ongoing management of pricing practices

## Topic Summary

Day 1	Day 2
Introduction to pricing and how to employ a six-step pricing process	<i>Step 3.</i> Establishing ‘The Price’ in relation to market objectives
<i>Step 1.</i> Establishing the market objectives for the offering to be priced	<i>Step 4.</i> Developing the price structure
<i>Step 2a.</i> Determining the price ceiling—perceived value analysis	<i>Step 5.</i> Determining price adaptations
<i>Step 2b.</i> Determining the price floor—analyses for determining true costs	<i>Step 6.</i> Documenting the pricing plan
<i>Step 2c.</i> Assessing upward and downward forces	Conclusion: applying the pricing process in the business environment

## Learning Approach

The workshop focuses on application rather than theory. Participants are required to work on a specific pricing problem. Before attending, they are asked to gather baseline information on cost, customer value and competition. Using this data, they work through each step of the pricing process. At the end of the workshop they will have defined a pricing policy which, after further refinement, will be ready for implementation.