

Value Pricing Workshop

This workshop focuses on understanding how a company's products and services are priced in the marketplace. We will examine the factors that influence the market and develop strategies for your specific business.

This workshop is oriented for executives along with marketing and sales people. This program can be structured into a one or two day session. The first day would focus on the understanding of how pricing evolves within an organization and industry as well. The second day would be a hands-on workshop. Here, we would look at specific products or services that are underperforming and see if we can generate strategies to improve their margins. Likewise, this part of the program could focus on new products and services which have not been released.

Day One:

- Identify the elements that create market value in a product and service.
- Learn how to rate the importance of these elements in your industry.
- Learn how to compare your businesses strengths with the competition.
- Identify areas that all you to exploit your strengths and identify your weaknesses that will need to be addressed.

Day Two:

- Briefly recap day 1
- Focus on one product or service that is under extreme pricing pressure.
- Employ the methods discussed in day 1
- Develop strategies to create opportunities to differentiate your products and services in the market.