

Copy of feedback after a real pricing clinic.

Details edited/removed to maintain privacy of the client.

Jon Smith

From: Jon Smith [jon.smith@potentialv.com]

Sent: dd/ddd/ddd

To: xxx; yyy

Subject: Follow up on Pricing/Product clinic on Tuesday

Hi xxx and yyy,

I hope the session on Tuesday was useful. As I said I wanted to send you a short summary of what we discussed. Hopefully it will remind you of things and hopefully spark off some more ideas.

- You are a ddd brand
 - ddd is a good place to be for a medium sized company
 - Your overall branding is xxx because of your background. Keep it up.
 - Aim to 'own' a niche, e.g. yyy, or be the premium in a larger market, e.g. vvv
- Focus on what you can do with the resources now
 - You can't do everything, so you will need to focus
 - Better to do a few things well than a lot of things mediocre. Need to keep your brand image high
 - Analyse your current sales to see what works:
 - What xxx make you the most money
 - What xxx work the best
 - Use this analysis to decide what to concentrate on first.
 - Build a plan of action. This first, then this when we have the money.
- Become 'aaa experts' in certain fields
 - 'aaa expert' is good for sales and promotes customer loyalty.
 - I believe you could be experts in xxx and yyy
 - Make subsites, e.g. xxx or yyy, with information on zzz
 - Not selling, but mainly about the problem and the solutions (you can have product on the site, but not 'in your face')
 - Think 'thin pyramid', i.e. top page is really short summary of problem, with links to more.
 - Get these informational web site on your POS/packaging if you can
- Selling abroad.
 - I am really glad you have someone good on this! They are the experts.
 - Don't grow distributors too quickly! (Back to focus – do a few and support them well, rather than a lot with poor support)
 - Pricing via distributors
 - Answer 1
 - Answer 2
- Other things
 - Have you considered an xxx campaign to all yyy on your zzz? Get aaa finished first if you can, then you can use informational marketing.
 - Design your own xxx when you can. It will strengthen your brand image.

I enjoyed talking to you both and I hope that I helped. If the session was useful I wonder if I could ask you for an endorsement. Just a few sentences saying how it helped you. This helps me when advertising my services to others.

Jon Smith
PotentialV

T: +44(0)1256 421848, M: xxx, E: vvv, W: www.potentialv.com