

We provide expert advice on pricing issues. We can stop you from under-valuing your offering, or losing sales through not recognising pricing drivers.

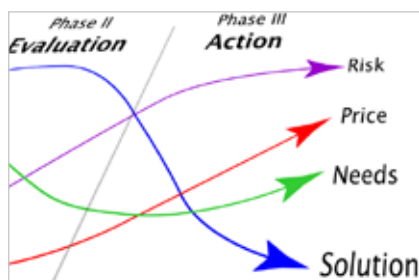
We have a range of offerings to suite everybody, from one-off sessions to look at specific pricing issues through to full pricing strategy development and deployment.

“This process realigned my thinking to what our product is worth to the customer, rather than what I thought the customer would pay.”

*George Petri,
Managing Director, Nomis Ltd.*

Diagrams

The diagram on the left is from our buyer behaviour mapping. The diagram on the right is from our software model that shows the effect of price drivers on sales volume and price.



Some benefits realised by our clients

- A 47% increase in sales in the quarter following our Pricing Deeply™ process (compared to the previous year’s quarter)
- Improved proposals-to-sales ratio from 1-in-8 (12.5%) to 1-in-2 (50%) over a six month period
- Identified ‘real value’ of a client’s offer, which was 60% more than they were currently charging

Why look at pricing?

How do you set your prices at the moment? Maybe by looking at your internal costs/margin, or maybe you are setting your price based on what the competition is charging?

Research has shown that there is a better way; looking at the value to the customer. This approach can yield impressive results (see panel above).

Different aspects to pricing

There are numerous aspects to pricing and we cover most of them. Some of the core components in our service are:

- **Revealing the value of your offer**
We use various methods to define the true value of your offering to customer. It is often different from what you are currently charging.
- **Improve the value of your offer**
We then develop strategies to improve the customer’s view of the value of your product or service, normally by versioning or repackaging.
- **Improving sales revenue**
We consider various price drivers to model how customers view your product. Small changes here can improve the number of sales you close.

Will this work in my company?

Our pricing methods work with most companies in either business (B2B) or the consumer (B2C) sector.

We can help develop pricing strategies for new products/services, or new markets. We have also reviewed existing offerings and made changes that increase sales without changing the price.

Offers to suite you

We have three levels of engagement that we can work with you at:

1. Pricing Fast

These are short, one-off sessions to tackle specific pricing issues that you have. These take between one and two hours of your time.

2. Pricing Deeply

This is a process for defining and agreeing a company-wide pricing strategy inside a company. This takes two to six weeks, and needs 1½ days of management’s time.

3. Pricing Extended

Altering pricing takes time and is a dynamic process. We therefore offer a long-term engagement, normally six to twelve months, aimed at maximising the ongoing return you can achieve from your offering.

| Current figures | |
|------------------------|-----------|
| Number of sales = | 20 |
| Typical sale price = £ | 30,000 |
| Total Sales = £ | 600,000 |
| Projected figures | |
| Number of sales = | 28 |
| Typical sale price = £ | 37,000 |
| Total Sales = £ | 1,036,000 |
| | Effect |
| Product matches needs | 4% |
| Segmentation | 5% |

Do you feel you are not achieving the price or sales volume your offer deserves? We can work with you to explore the pricing options that will improve your profitability.

Contact Jon today to discuss your pricing issue and how we might help.