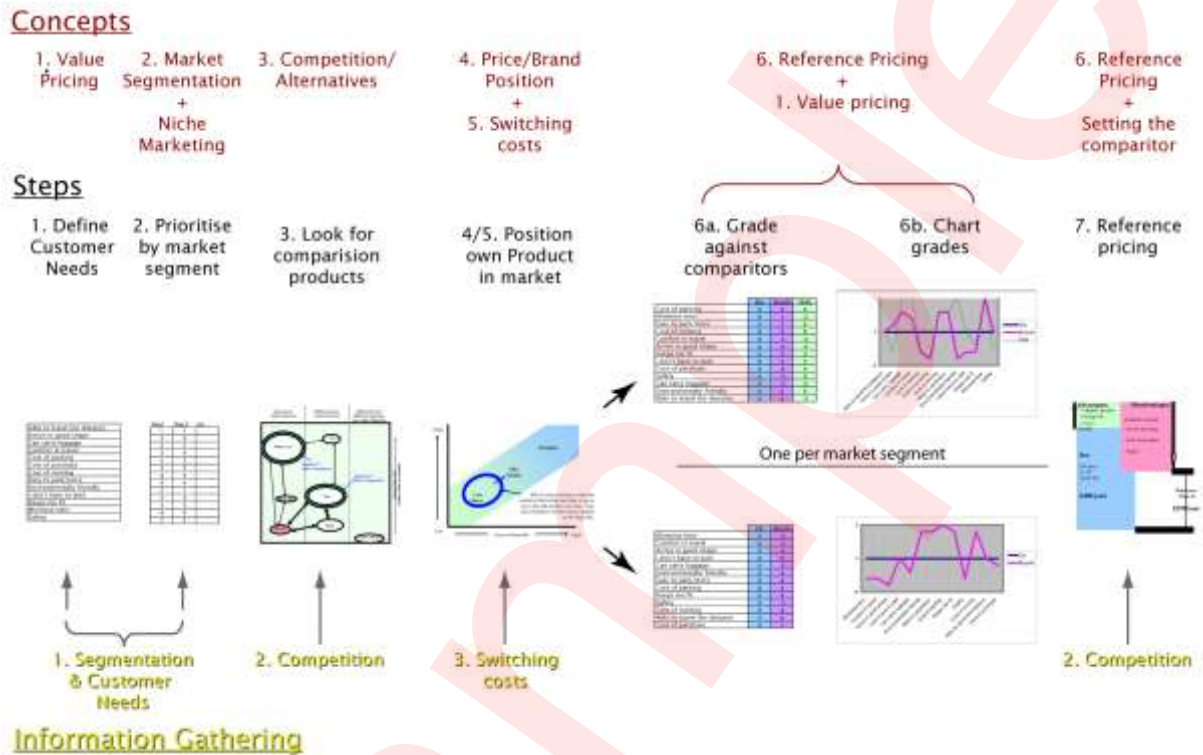


<b>L:SM</b>	<b>pV Pricing Deeply</b>	<b>Unit 1, Briefing</b>
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# 1 Overview

## 1.1 Steps in pV Pricing Deeply process, Unit 1

The diagram below shows the steps you will go through in Unit 1 of the **pV Pricing Deeply** process. Each step has one or more concept pages and there are a number of examples throughout the unit. Also the information gathering done prior to the meeting will be used to help answer some of the questions posed by the sections in the workbook.



## 1.2 How to work through the unit

You work through the unit in **steps**. At each step you will find the following information:

- 1 One or more concept pages explaining the pricing issue being addressed
- 2 An example page showing how the step would work on a fictitious example
- 3 Possibly some information which someone within the company was assigned to gather prior to the meeting