

## **“Pricing Tactics for the Tough Times”**

In a recessionary market the Name of the Game is ‘Survival’ – when a ‘Depression’ sets in you are fighting for business not only against the adverse economic conditions and your competitors, but also against anything that the customer sees as a valid use of their shrinking resource of money other than your Goods or Services (just look at the USA now). And what they spend on these alternatives, they can not spend with you.

To have the lowest price in times like these is a recipe for a quick death.

This course examines and discusses the range of tactical disciplines that must be within the skill set of the firms meaning to survive the coming holocaust.

This course assumes a basic familiarity with the Economic and Market Forces at work (e.g. Supply & Demand, Product Life Cycle etc), plus a grasp of basic financial management e.g. the mechanisms of the P&L account.

### **NB**

This is part of a course sponsored by the Malaysian Chambers of Trade, Dubai Quality Group, ChevronTexaco South Africa, Frost & Sullivan Europe, Management Centre Europe, amongst others.

### **Course Contents**

#### **The Four Levers for the improvement of Financial Results**

The Organogram of Approaches  
Effectiveness vs. Efficiency

#### **Understanding and Reading the Market Forces**

What is the implication on the business of the law of Supply & Demand;

#### **The place of the conventional Tools in Tough Times**

The Uses and abuses of Conventional Pricing Tools Break-Even analysis, and Marginal Pricing.

#### **The Basic Pricing Strategies:**

- Price as an Indicator of Quality
- Penetration Pricing
- Price Skimming
- Premium Pricing
- Promotional Pricing
- Line Pricing
- Overlap Pricing
- Barrier Pricing
- Predatory Pricing
- Shepherd Pricing

Dual / Multiple Pricing  
Bait Pricing  
Value Added Pricing (v'briefly)  
Partnership Pricing (for B2B) ----- there uses and abuses.

**Pricing Policy Issues – in Tough Times**

The essential Policies to survive  
Where is the firm on the Buyer's Matrix  
Getting into the mind of the buyer  
The Buyer's Golden Rules  
Bunching and Breaking during the Price Negotiation  
Pricing New Products – in a New Market – In an existing market  
How to increase Prices (the eleven points)  
Increasing Price without seeming to increase Price  
Pricing in a declining Market  
The dangers of Discounting - and -  
How to calculate the volume necessary to make a discount worthwhile  
Discount Policy Rules  
Checks you MUST make to control your own pricing activities  
Fighting a Price War – The Imperatives  
Reacting to Penetration Pricing  
Stopping a Discount Battle  
The best ways to respond to an invitation to Tender  
How best to present your price

The Pricing Check List.

**Course Presenter**

The course presenter  
Ian Ruskin Brown - Msc. MIMgt. MCIM. Dip.M. FInstSMM. MMRs.  
Consults and Trains in Marketing, particularly Pricing, the world over.  
In Pricing he is one of only five Consultant Trainers in the World with the recognised competence so to do.  
His clients re. Pricing include: Nokia Networks, Caltex oil, Kodak, Alfa Laval, Euro Rail, Amadeus, IBM, Marcus Bohn Associates. Frost & Sullivan, The Chartered Institute of Marketing, to mention just a few.

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