

DISCOVER HOW TO IMPROVE BUSINESS PERFORMANCE

Get more value from your pricing

Discover how to improve business performance



PRICING
solutions

Improving Business Performance with Pricing Solutions

Pricing Solutions is an international pricing consultancy and solutions provider focussed on providing excellent value and helping clients achieve World Class Pricing competency.

Typically the return on investment is around 10:1.

Since its launch 15 years ago, Pricing Solutions has become one of the world's leading pricing consulting firms, with offices in North America and across Europe.

We have built our pricing practice on long-term client relationships and our pricing expertise is based on hundreds of engagements with some of the world's leading companies across a variety of industries. As pricing strategy specialists, Pricing Solutions has also developed a wide range of proprietary tools, processes and research techniques for studying, analysing and resolving our clients' pricing problems.

Pricing Research



Our view is that every pricing research challenge is unique and we employ the tools, approaches, and methodologies that are appropriate for each situation.

Pricing research is distinct from other areas of marketing research as it requires a multidisciplinary approach to be truly effective. In a typical pricing research study, the Pricing Solutions team will draw insight from market research, marketing, economics, finance and psychology. We believe it is this blend of skills, combined with real experience of how to improve pricing performance that sets us apart.

Too many pricing decisions are made on an ad hoc basis. Considering the impact that price has on the bottom line, uninformed pricing decisions represent a big risk to organisations. In response, Pricing Solutions designs, delivers and interprets powerful pricing research that best suits the problem at hand. Our research provides our clients with insights into:

- Price elasticity measurement
- Value of different offerings
- Price segmentation
- Customer loyalty and likelihood of switching
- New product price optimisation
- Consumer price awareness
- Trade channel pricing
- Competitive intelligence
- Product line pricing.

Over the years, we have improved upon many traditional forms of pricing research by developing proprietary methods that make them more robust and accurate.

Pricing Management



Pricing Management is defined as the process of integrating all perspectives and information necessary to arrive consistently at optimal pricing decisions.

The process includes:

- balancing company growth, share, and profit objectives
- gathering and managing information from internal databases
- defining roles and responsibilities with respect to pricing
- navigating the organizational politics of different functional interests and
- managing various pricing-related processes and workflows.

To create a vision for improved pricing management and the milestones along the way, Pricing Solutions has developed a unique offering we call World Class Pricing™. This is the continuous improvement of tools and processes to cultivate pricing knowledge with the ability to use it on a day-to-day basis. The framework is based on benchmarks we have developed from working with companies in a wide range of industries over the past 20 years and is grounded in Lean and Six Sigma principles.

Pricing Training



The strategic importance of pricing necessitates training and education, yet most companies do not train their employees to become more effective pricers and this can significantly diminish returns.

Our Approach to Learning

Pricing Solutions believes that if people are engaged and having fun, they will learn more. To ensure that this type of environment is created, our training is:

Activity-based/interactive – quick movement from theory into application through the use of team breakouts and individual exercises.

Applicable to problems faced by participants – the exercises and breakouts provide participants with the opportunity to work on their business issues in real time. This way, they leave the session with work completed and a clear sense of what needs to be done when they return to their desk.

Based on using the group's wisdom – participants are encouraged to contribute throughout the session. At the end of each exercise, there is debriefing and testing for understanding. This provides an important opportunity for participants to share.

Industry focused – industry-specific cases and industry-specific examples extend the learning of the team and can easily be related to their own situation.

Pricing Solutions can enhance the pricing I.Q. of your organization through customised seminars, workshops and keynote presentations.

Our training is designed to address specific pricing issues and meet individual client needs.

Courses include:

- Pricing best practise
- Managing price increases
- Selling value instead of price
- Implementing value based pricing.

Pricing Systems



Pricing systems is a rapidly expanding area and many companies have acquired systems that have paid back their investment quickly.

There are many pricing systems vendors and their offerings provide a diverse range of functionality, so navigating through the alternative solutions to find the one that fits your needs can be difficult. Pricing Solutions has extensive expertise in the pricing systems area.

Our knowledge can ensure that your company makes the correct buying decision and implements the chosen system in the most effective way, to give you the best chance of achieving a rapid return on your investment with the minimum of organisational stress.

Based on our clients' Pricing systems needs, Pricing Solutions has developed our Four Stage Process as a guide:

- 1 SOFTWARE READINESS**
We conduct a Diagnostic to determine what must be done to prepare the organisation for a successful implementation and then work with the company in making any changes.
- 2 REQUIREMENTS DOCUMENT**
We instigate a collaborative process to prepare a Requirements Document to ensure all stakeholders have input into the RFP and that the organisation has a complete and prioritised description of the present and future needs and the required functionalities.
- 3 RFI/RFP MANAGEMENT**
Based on the Requirements Document, we will help you select the appropriate software vendors or system developers to invite into the selection process.
- 4 IMPLEMENTATION SUPPORT**
Once the organization has selected the vendor, we can help organisations successfully implement their chosen solution.

Pricing Advisory Services



Pricing Solutions can provide strategic input and guidance on specific pricing issues within an organisation such as:

- Developing a long-term pricing strategy
- Pricing during times of economic instability
- Competitive pricing strategies
- Establishing a pricing process.



Pricing Solutions Clients

Abbott Laboratories	DHL	Lego	Rentokil Initial
ABB	Diageo	Levis	Roche
Acco Brands	ExxonMobil	Lilly	Smith & Nephew
Aramark	Fedex	Marriott	Sygenta
AstraZeneca	GE	Michelin	Thomson Reuters
Bayer	The Gillette	Molson	UBS
BT	Company	Nestle	Wyeth
Burberry	Ingersoll Rand	Novartis	Wrigley
Coca Cola	Johnson & Johnson	Pfizer	YMCA



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