

## CONJOINT PRICING WITH WIGLAF

Are you in the product innovation cycle, need to pinpoint the value of the product concept before launch, and in a position to survey the decision makers in your market to define pricing from the market's perspective?

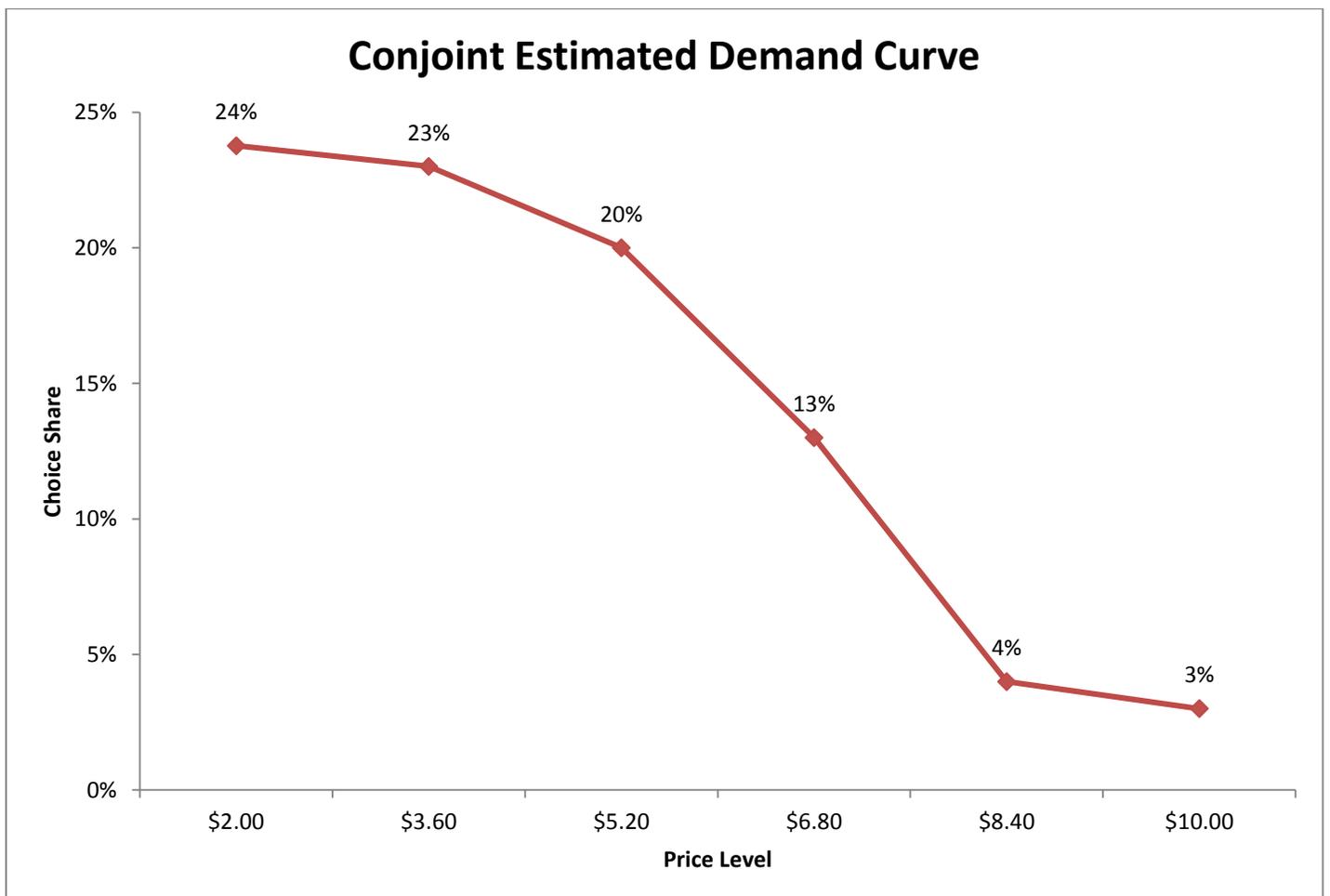
OR

Have you been selling a product line but find that input costs have increased or that competition has increased price pressure and need to redefine pricing from the market's perspective?

Then use our **Conjoint Pricing**. Our pricing and market research experts will help create a research-vetted, value-based pricing decision that identifies the value of your offering in comparison to its competitors directly from the market's perspective.

To drive this decision, we will develop and execute a conjoint-based survey that measures how your customers make tradeoffs between offers and estimates your demand curve. Through our Conjoint Pricing services, we will quantify the value of your features, benefits, and even brand directly from the market's perspective.

Wiglaf Pricing offers template Conjoint Pricing engagements ranging from \$109,400 to \$449,400. Each is customized to meet your scope, timeline, and budget.



## CONJOINT PRICING APPROACH

Conjoint is a market-research technique for gathering the end-customer perceptions of value. Meaningful, accurate, and reliable estimates of the value of different products and attributes can be determined with this method by using the customer's perspective in defining value.

Conjoint analysis reveals the tradeoffs customers make in purchasing decisions and therefore identifies the best price that can both encourage customer purchases and deliver profits. It does so by requesting customers to select their most desired offer between a set of hypothetical offers, then repeatedly alters the set of hypothetical offers and requests the new selection. By examining the selection of the market, part-worth utility functions and choice-share demand curves, all from the market's perspective, can be identified.

Conjoint analysis not only allows a clear identification of the most appropriate price differential between different products or products within a product line, but also allows for the identification of the value of the addition or subtraction of specific features.

A targeted and accelerated Conjoint Pricing engagement is a six-week intensive exercise with two Wiglaf Pricing experts priced at \$109,400. More extensive engagements can span 13 weeks, engage three to four resources, and reach a price of \$449,400. The scope is determined by the need to clarify the value proposition, competition, target market, the number of market segments, the complexity of the offering, and the number of offerings to be included.

## CONJOINT PRICING PROCESS

Action Step	Purpose
<b>Preparation</b>	To ensure that we understand the product or service and its <b>value proposition</b> , and arrive for the meeting ready to engage your challenges.
<b>Situation Analysis</b>	To clarify from the client's executives the understanding of the <b>features</b> , their <b>benefits</b> , and their intended <b>target market</b> and market segments, and the suspected <b>competitors</b> or alternative approaches to reaching the same customer end-goal.
<b>Sample Identification</b>	To identify the market segments to survey and <b>sampling method</b> for those market segments.
<b>Attribute and Attribute Level Identification</b>	To identify attributes and their levels from the <b>points of differentiation</b> which will have their value measured.
<b>Survey Development</b>	To identify the specific <b>presentation</b> means of the attributes and attribute levels in the survey. To <b>develop the survey</b> for distribution to the sample.
<b>Survey Distribution and Response Collection</b>	To <b>execute</b> the survey in the chosen market sample and collect their responses for analysis.
<b>Data Analysis</b>	To analyze the data, understand the market's response to the offering, identify the <b>expected optimal price(s)</b> of offering(s), and prepare recommendations.
<b>Recommendations</b>	To recommend the pricing and price structure for <b>pricing decision making</b> .

# WIGLAF PRICING

## HELPING EXECUTIVES MANAGE PRICE BETTER™



Executives choose Wiglaf Pricing to identify launch prices for new products and services, define price structures to profitably segment markets, conduct deep-dive pricing analytics, improve price variance management, and develop organizational capabilities through people, process, and tools.

We deliver help through consulting and training. Check out our template offerings:

- Strategic Pricing Organizational Design with the Wiglaf Pricing Framework
- Exchange Value Model Pricing
- Conjoint Pricing
- Data Mining Pricing
- DIY Advisory Service via Wiglaf on Tap
- DIY with Wiglaf Price Training

## ABOUT WIGLAF PRICING

Wiglaf Pricing is a dynamic and growing advisory firm. We are a team of experts focused on helping firms achieve improved pricing. We apply the latest research in pricing to the client's situation in order to deliver results that matter.

### Offices

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