DIY WITH WIGLAF PRICE TRAINING

Interested in moving your team toward pricing excellence? Ready to formalize your firm's price training? Call in Wiglaf Pricing, where we are Helping Executives Manage Price Better™.

Course	Learning Objectives
Getting Pricing Done Right: How Leading Companies are Driving Pricing in their Organization	• The five decision-making levels pricing should inform and the timing to anticipate their activities • The four key business functions that should be aligned in pricing decisions • The three key decision-making challenges firms can leverage pricing expertise to improve outcomes • The two key organizational structural components every firm should implement to drive decision-making effectiveness and efficiency • The one key cultural paradigm that dominates pricing decisions
Pricing Excellence in Business Markets – Making Value the Center of Your Pricing Initiative	• How to set prices based on value • How to manage prices in the face of competition • How to translate differentiation into value • Understand the value of price segmentation for enhancing profits and sell-through • The benefits, challenges, and best practices of discounting
Influencing Customer Price Acceptance	• The role of customer psychology in price capture for both business and consumer markets • Hidden economic effects that influence customer purchase behavior and price perceptions • Customer perception challenges that influence how customers perceive prices • Why Prospect Theory accurately predicts challenges customers have in making rational tradeoffs between price and value • Implications of Prospect Theory in consumer behavior, including anchoring, endowment effects, framing, and more
Advanced Quantitative Methods in Discount Management	• How discounting can simultaneously lower market-entrance prices, increase volumes, and improve profitability • Quantitative methods for measuring and monitoring discounting policy (In-Session Excel Extended Exercise) • Quantitative and managerial tools for restraining discounts • Implications of Prospect Theory and the Nash Equilibrium on discounting policy
Sales and Pricing	• How to grow accounts and improve price capture simultaneously • The relationship between leading sales methodologies and value-based pricing • New strategic account development and proper price variances management • Major captured account development and proper price variances management • The intersection of trust, account development, and pricing
Unit, Tiered, and Bundled Pricing	• Distinguish the market characteristics that support either unit, tiered, or bundled pricing • Understand the economic drivers to selecting between unit, tiered, and bundled pricing • Construct analytical models to identify optimal prices in a bundled price structure • Identify the consumer behavior influences to optimal pricing selection in unit, tiered, and bundled price structures • Understand the role of promotions and discounts in relationship to unit, tiered, and bundled pricing
Value Based Pricing Overview: Identify the Value, Manage the Perception of Value, Capture the Value	• Understand the nature of a good price • Understand how to analyze the impact of price concessions on profitability • Understand the importance of correlating price to value • Understand psychological influences that impact price acceptance • Understand how a firm or individual executives can take specific actions to manage prices higher and still capture customers
Engagement Duration	One-day workshop held in your offices
Price	$10,000
Customization with Your Data or Case Study	+ $9,000

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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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