

## ▼ Pricing Lab

### CUSTOMER TESTIMONIAL

“The *Price* class was really helpful in understanding how price and value are connected ... It helped me double the revenue in one of our under performing products in less than 6 months.”

BRIAN DIAZ, DIRECTOR OF PRODUCT, WOLTERS KLUMER

### IF YOU'VE TAKEN PRAGMATIC INSTITUTE'S *PRICE*

course, then you already know that a 1% improvement in your pricing can lead to a 10% increase in profit.

But what's the best way to achieve that 1% improvement for your organization?

Is your current pricing strategy enough to meet your organization's revenue goals?

Are you capturing the full market value of your product with its current price?

Answer these questions and more in the Pricing Lab.

### MAKE SURE THE PRICE IS ALWAYS RIGHT

The Pricing Lab takes what you learned in Pragmatic's *Price* course and puts it into practical application for your company. Your team will collect and analyze market data to see how your market perceives value in your products and services. This lab will help you find the right pricing segmentation strategy for your organization, and guide you through creating a pricing plan so you can change the price of your products in the future with ease and clarity. If you're ready to reduce the number of discounts your sales team offers, you need the Pricing Lab.

This 1-day, intensive workshop helps **your team** understand how the market values your product, and how to use that information to create the right pricing strategy for your organization.

## LEARN BY DOING

Our expert facilitator will help you create a successful pricing strategy for your products, breaking the discussion into four sections:

▶ **Perceived Value.** Understand how your buyers perceive value in your product, and how that can impact and inform your pricing strategy.

▶ **Pricing Segmentation.** Build a pricing segmentation for your product so you are getting the most revenue from each persona in each market.

▶ **Pricing Strategy.** Create a pricing plan so you can raise and lower prices easily and reduce the number of discounts being offered by sales.

▶ **Sales Alignment.** Get sales on board and excited about your pricing strategy with clear and focused sales tools that help them sell.

### + GET MORE INSIGHTS

Talk to your sales representative about adding our Fresh Market Research Package to your lab. This package provides you with unique insights into your market and your organization based on a series of interviews and expert analysis.

### WHO SHOULD ATTEND

This workshop is perfect for anyone who is part of the pricing process or influences pricing at your company. Maximum of 12 attendees.

This lab expands on ideas taught in *Price*.

### WHY PRAGMATIC LABS?

We believe that some of the best learning happens while doing. With our industry-trusted facilitators and proven methodology, you'll get the outcomes you need while your team gains repeatable skills that matter. And it's all delivered with a lean-in approach that encourages total participation. Expand on the skills you learned in your Pragmatic courses and implement them into your organization.