Fundamentals of Pricing

Overview

The seminar is designed to discuss the fundamentals of pricing in general; examine the key elements integral to price, define ‘value’ and its importance in setting prices, outline the different price-setting strategies, and other timely topics such as pricing tactics, price bundling, discounting, rebates and ethical issues.

This program will also help participants understand why pricing is the most flexible marketing mix element and arguably the best tool for improving profits and revenue.

Key Topics

Module 1: The Foundation
* Price in the Marketing Mix (4 Ps)?
* Defining price and value?
* Role of value in price determination?
* Factors that Influence Price Setting Decisions?
* Difference between ‘Profit Margin’ and ‘Markup’?

Module 2 - Pricing Objectives
* Profit Oriented
* Sales Oriented
* Status Quo

Module 3 - Price Setting Strategies
* Cost-Plus Pricing
* Competition-Based Pricing
* Premium (Skimming) Pricing
* Penetration Pricing
* Loss-leader Pricing
* Tiered Pricing
* Market-Based (Channel) Pricing
* Real-time (Dynamic) Pricing
* Psychological Pricing
* Value-Based Pricing

Module 4: Reinforcing the Pricing Strategy
* Price Bundling
* Discounting
* Rebates / Loyalty Rewards
* Value Creation / Value Differentiation

Module 5: Ethics and Pricing
* Price fixing
* Predatory pricing
* Price discrimination
* Supra competitive pricing

Module 6: Open Forum
* Please bring a calculator

Objectives

* On the completion of this workshop the participant should be able to:
* Get acquainted with the fundamentals of pricing and its key concepts
* Learn about the different price setting strategies and tactics
* Select pricing models that are functional and purposeful to the business
* Define ‘value’ and its importance in determining the optimal price
* Understand the increasing importance of pricing in business
* Instill and champion the discipline of pricing in the organization / business

Who Should Participate

* Managers and staff representing Marketing, Sales, Finance, Pricing and Buying
* Entrepreneurs, start-up ventures, business (SME) owners
* Students

Reserve now! Call us at:
Tel. (02) 227.01.42 / (02) 496.69.49 / (02) 727.56.28 / (02) 727.88.60
Website: www.businesscoachphil.com
**Time**
* 9:00 am - 4:00 pm

**Venue**
* Unit 201 Richbelt Tower, 17 Annapolis St., Greenhills, San Juan City, Metro Manila

**Schedule**
* Please check our website, or you may call any of our customer representatives.
* Schedule may change without prior notice. Please call to confirm. BusinessCoach, Inc. is not liable for any expense incurred by seminar registrant resulting from cancellation of any of our events.

**Seminar Fee**
* Php 3,000.00 per person (inclusive of snacks, lunch, seminar kit, handouts, certificate of attendance)

**Discount**
* 10% Discount if FULL AMOUNT is paid at least five (5) banking days before the event.

**Reservation**
* Please call to register, or use the registration form below. Kindly fill-out, and send to us through fax (727.8860 or 727.5628) or email. You will receive a confirmation within 48 hours.

**Mode of Payment**
* Deposit payment at Banco de Oro, Savings Account Name: BusinessCoach, Inc. Then kindly fax or email deposit slip (indicate name of participant and seminar title) to confirm reservation.
* On-site payment (CASH only)
* Company checks are accepted, provided that they are received at least five (5) banking days before the event.

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**Register Now! (limited slots available)**

Seminar Title____________________________________________________________
Date_____________________________________________________________________
Name of Participant _________________________________________________________
Nickname ________________________________________________________________
Company Name ____________________________________________________________
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Position __________________________________________________________________
Contact Number ___________________________________________________________
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(You may use a separate sheet for additional registrations)

*Kindly fax to (02) 727.5628 or (02) 727.8860, or email form to businesscoachphil@gmail.com