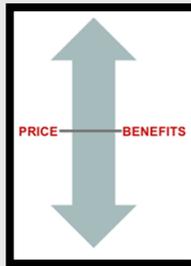
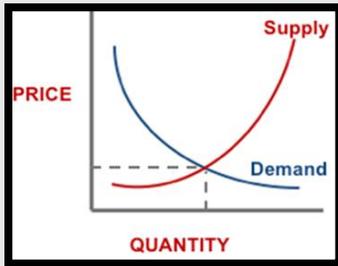


STRATEGIC PRICING WORKSHOP



AGENDA (3 DAYS ON-SITE OR VIRTUAL OPTIONS AVAILABLE)

3-DAY AGENDA	DESCRIPTION
DAY 1 (AM)	Introduction to Pricing Overview of the 3 Levels of Pricing: <ul style="list-style-type: none"> • Transactional • Product / Market Strategy • Industry Strategy Break-out: Developing initial hypotheses on Pricing Opportunities
DAY 1 (PM)	Review of 6-Step Process for developing Pricing Strategy <ul style="list-style-type: none"> Step 1: Initial data collection & analysis Step 2: Hypothesis development Step 3: Opportunity identification & prioritization Step 4: Deep dives on priority opportunities Step 5: Strategy synthesis Step 6: Implementation planning & launch (including organization enablers to capture and sustain improvements) Break-out: planning to launch effort
DAY 2-3	Action Plan Development: Transactional, Product/Market Strategy, and Industry Strategy tactics



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STRATEGIC PRICING WORKSHOP

WHAT IS STRATEGIC PRICING?

A 6-Step Process for developing a systematic pricing plan to improve margins that takes into account three levels of pricing strategy:

- Industry Strategy
- Product/Market Strategy
- Transactional Strategy

WHY IMPLEMENT STRATEGIC PRICING?



- Pricing is the biggest lever to drive margin improvements.
- Pricing also has the potential to deliver more value quicker than any other “Go-To-Market” commercial lever.
- By understanding all elements that contribute to price, one can reduce the sources of margin leakage.
- We can yield better insights around how to improve price by understanding the perceived benefits in our offerings.

REQUEST A CONSULT:
INFO@LEANFOCUS.COM

How do I get started?

Schedule a
Strategic Pricing Workshop

Take the first step toward workspace transformation. Contact us today to schedule a consultation and discover how Strategic Pricing can elevate your organization's operations.



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