

Strategic Pricing – Is it a Lost Art?

By

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Abstract:

This PowerPoint presentation provides a practical overview of creative pricing strategies that any company can employ in today's competitive marketplace. The author demonstrates the importance of top management's involvement in pricing policy development and offers true-life examples how well-managed pricing strategy can enhance a company's bottom line. The presentation also addresses the key elements of necessary compliance with antitrust laws. (1 Hour Presentation)

Outline:

- o Pricing 101
- o What is Margin?
- o Sharing the Benefits of Volume
- o Opportunities to Enhance Price
- o A Few True Stories
- o A Pricing Checklist
- o Some Legal Rules of Thumb
- o Summary

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