



Sustainer's Planning & Reporting System

Pricing for Profit

	Owner 1	Owner 2	Owner 3	Sustainer
Read the objectives of this course.	X	X		X
The Power of a Price Increase.	X	X		X
What a 10% Price rise means for cash flow.	X			X
How many customers will be lost if you lift price by 10%?	X			X
Price only matters when other things are equal.				X
How to win the war against discounters.				X
Do not have a one price fits all strategy.				X
Understanding why people volunteer to pay more.				X
The real reason why customers ask how much? And how to respond.				X



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Why discounting does not work.				X
The psychology of customer behaviour.				X
How to increase price and retain price sensitive customers (if you choose to!)				X
The Adaptive Capacity Price Model.				X
Good, better, best pricing.				X
Buyers remorse—how to & why you must prevent it.				X
Profiting from the introduction of the companion pricing strategy.				X
Learning from the expert pricing companies (“stealing” their research.)				X
Evaluating the price rise from a customers point of view.				X



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Comments and Notes
