



I hope that you have had a great holiday season and that 2015 is off to a great start.

I thought I would share some trends we are seeing in the pricing consulting market and how Pricing Solutions is responding to those trends:

1. Generate ROI - When it comes to pricing, generating ROI is what its all about! Clients want results. We have sharpened our approach to delivering business results. One of the ways in which we have done so is sharing in the risk/rewards of our projects. This has brought greater alignment between our clients' goals and our goals.

2. Using technology to drive decision making – Our clients want to use technology to help them analyze data and make decisions. In response to that need, we have invested heavily in Tableau and QlikView as well as becoming an Oracle Gold Partner.

3. Time is precious – Never before have our clients been more pressed for time. It seems that all of those electronic gadgets have enabled us to do more with less. The problem is that the pile of things to do keeps growing. This is making it very hard for clients to focus on consulting and research projects for any length of time. To ensure we are part of the solution we are working harder to find efficient ways to complete projects in a timely manner.

4. Coordinating projects globally - Many of our clients are international organizations and their pricing needs span multiple borders. Increasingly we are coordinating our project teams globally so that we can deliver integrated solutions for our clients.

SAVE THE DATE

COMING UP

26th Annual PPS Spring Pricing Workshops & Conference

May 05-08 • Hilton Anatole Hotel, Dallas
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Sincerely,
Paul

Paul Hunt, President, Pricing Solutions Ltd.
phunt@pricingsolutions.com
416-943-0505 Ext. 121

New this Month:

Blog by Tony Hodgson, Managing Director, Pricing Solutions UK
[Part I - Premier League tickets: Price increases make good business sense, but for how long?](#)

Blog by Tony Hodgson, Managing Director, Pricing Solutions UK
[Part II - Premier League tickets: Price increases make good business sense, but for how long?](#)

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"Developing an Optimal Pricing Strategy for New Product Launches"

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PRICING SOLUTIONS

Developing an optimal pricing strategy for new product launches

The Challenge
The company did not have a strong understanding of new product pricing, and the decision was for the first and final investment in a new product. The pharmaceutical company had concerns it would not capture optimal revenue. Behind a robust pricing strategy. Further, the company had been reported for very high launch prices, but had not been able to justify the high price in the US market due to reporting.

Building a Solution that Fits
Pricing Solutions would need to conduct a 30-60 Day launch pricing analysis of the major market products. This meant getting into a through research tools. Multiple rounds of interviews would be essential.

Key research objectives
• First, internal awareness with senior management, including financial and commercial teams were established.
• A deep interview with the key player groups from commercial, marketing and business plan.
• A questionnaire study with specialists was needed.
• Finally, in-depth interviews with key opinion leaders - those with extensive experience and knowledge of the rare disease - would be held.

These three Pricing Solutions an understanding of the opportunities of

PHARMACEUTICALS

By using a number of pricing methods, it was possible to evaluate how price points and price structures were being set in order to establish the key psychological thresholds.

Key research objectives were reported from a large sample to understand the pricing point, including cost, compliance and performance.

The research was able to confidently demonstrate the pricing structure required by patients.

It was possible to evaluate how price points and price structures were being set in order to establish the key psychological thresholds.

The final step in Pricing Solutions' 300+ interviews would consider the existing wisdom of the client's pricing team and other stakeholders with Pricing Solutions. This analysis Pricing Solutions can use to identify, present and discuss strategic options such as terms of revenue, risk



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Case Study: Pharmaceuticals

"Developing a Pricing Strategy that Grows Profits and Guest Count"

Restaurants & Quick Service
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PRICING SOLUTIONS

Developing a Pricing Strategy that Grows Profits & Guest Count

The Challenge
As a successful franchise, the company's pricing was missing out on growth. Pricing had become reactive. The company was not able to spread throughout. The restaurant owners had experienced pricing with an effort to boost customer traffic. While discussing general additional, many guests were declining. It was difficult to consistently succeed in pricing. Like many others in the industry, it lacked the right customer insights to make informed pricing decisions.

Building a Solution that Fits
The company needed to manage price across hundreds of items, items were not reviewed. Pricing Solutions needed a three phased project to help the company gain control of pricing and maximize profit.

Beginning with Pricing Research
The challenge was to manage the pricing strategy after years of lack of understanding of the pricing of the company. Customer Research provided insight into the client's customers including their value down and the role pricing played in the purchase decision.

The importance consumers placed on food quality, restaurant atmosphere and service compared to pricing, was used to build a Price Value Map (PVM). The PVM was an indicator of the company's value proposition versus key competitors. Based on this

Restaurant and Quick Service

Building Strategy & Performance Capabilities
In the first phase, Pricing Solutions identified the analysis and pricing strategy framework to develop a robust and sustainable pricing strategy that would give the client's business back on track. It also included making changes to the client's pricing infrastructure, including developing an internal pricing staff.

Leveraging Analytics: Pricing Solutions used paid the client's past 3 years of POS data to complete price analysis and build a Price Value Map. The client's customer was capable of playing out possible scenarios in the market. For example the model could forecast the impact of price changes on sales, revenue, margin and guest count.



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Case Study: Restaurant & Quick Service

"Profitably Managing



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ANIMAL HEALTH

Differentiated Product Portfolios"

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Tel: +1 416 943 0505
Toll-free: +1 866 973 6678
Fax: +1 416 943 0507
Email: info@pricingsolutions.com

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Pricing Solutions Ltd
43 Colborne Street
Suite 300
Toronto, Ontario M5E 1E3
Canada

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