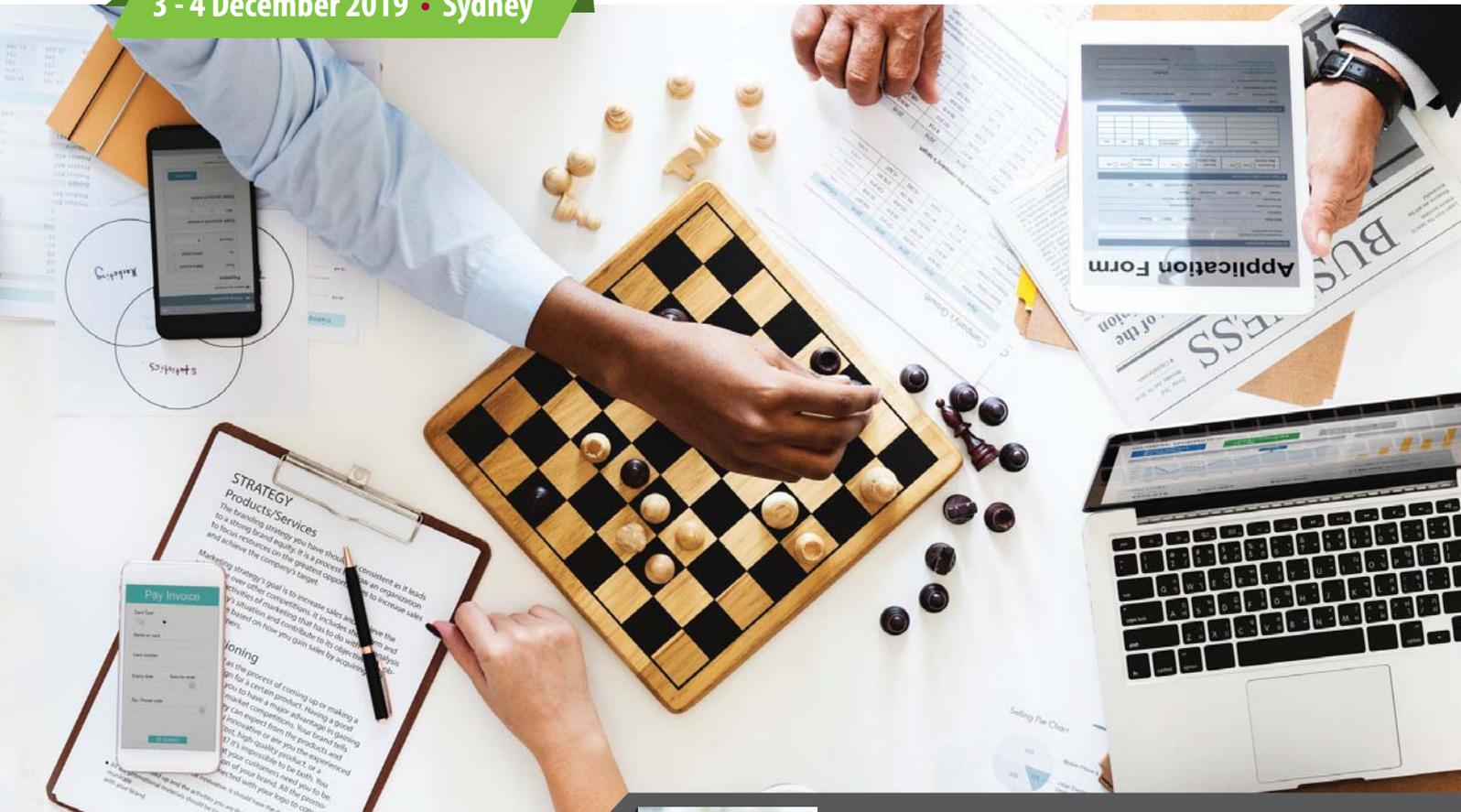


# PROFIT MAXIMISING PRICING STRATEGY MASTERCLASS

2-Day Training Course: Your complete guide to better pricing strategy and innovative pricing approaches

3 - 4 December 2019 • Sydney



**Our Expert  
Course  
Instructor**



**Leigh Cowan** With over 30 years of working experience, Leigh Cowan is the Managing Director of Launch Engineering Pty Ltd, brings a vast range of experience and lateral thinking to benefit his clients. Originator of "The Law of Diminishing Brand Loyalty", Leigh is a freethinker in commercial marketing management and a highly sought after expert.

## Key Learning Objectives

- ▶ Approaches to Discounting to IMPROVE sales rather than undermine them
- ▶ Research methods for identifying pricing questions and issues
- ▶ Commercial applications of understanding Price vs Value.
- ▶ Knowing when (and if) to lower the price (or increase it)
- ▶ How to Price "right"
- ▶ Fallacies and benefits of different pricing methods
- ▶ Pros and Cons of Discounting
- ▶ What price to set and when
- ▶ Increasing price without costing sales
- ▶ Judging & Measuring price elasticity
- ▶ Correct price competition
- ▶ Capitalising of the price perception 'exchange'
- ▶ Channel specific pricing
- ▶ How Pricing fits into the marketing mix

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## ABOUT THE COURSE

All too often, companies around the world struggle to reduce costs, press hard for increased volume, or search desperately for new ways to grow when significant profits are sitting there, waiting to be taken, in the form of better Pricing. Superior Pricing can help in outperforming competitors, reinforcing brand strengths, creating more bonded channel loyalty, and increasing employee morale and productivity, all the whilst delivering potently higher returns to stakeholders.

Particularly in the new era of customer price sensitivity and awareness, many organisations have fallen behind with pricing methodologies that best value their products and generate maximum profits.

This intensive 2-day workshop, suitable for B2C and B2B marketers, will empower attendees with the key initiatives, models and issues to produce creative and profit-maximising pricing strategies and tactics, in the both the short term and the long run.

Participants will complete the workshop with a wealth of knowledge in pricing strategies for coping with ever-changing market conditions and potential new sources of sustainable competitive advantage.

Unlike Pricing workshops you may have been exposed to before, this exposes the connective tissue between pricing and corporate governance, inspiring pricing that is perfect. In commercial terms, you'll learn to understand Pricing better than any PhD academic, because you'll be given the means by which to connect their theory to real, everyday problems.

Embrace key issues, methods and functions of strategic pricing so you can apply better pricing strategy and innovative pricing approaches. Be introduced to new thoughts, perceptions and paths to success that might otherwise stay hidden indefinitely.

Full of up-to-date material, as well as topic matter inspired by past attendees from companies like Nestle, Subway, Dell and others, one recent attendee, said, "Your Pricing Strategy workshop was the best marketing strategy workshop I have attended in my whole career!"

## EXPERT COURSE INSTRUCTOR



**Leigh Cowan**

With over 30 years of working experience, Leigh Cowan, B. Commerce – Marketing (UNSW); Grad. Dip Strategic Planning (London City University), is the Managing Director of Launch Engineering Pty Ltd, brings a vast range of experience and lateral thinking to benefit his clients. Originator of "The Law of Diminishing Brand Loyalty", Leigh is a freethinker in commercial marketing management and a highly sought after expert. He presents his theories and conducts marketing training workshops both across Australia and internationally.

Leigh has had Marketing papers published, taught Fundamentals of Marketing to undergraduates at the University of NSW, Marketing Management at the UTS Graduate School of Business in Sydney and subjects as diverse as Marketing Communications, Consumer Behaviour and Strategic Marketing Planning and Strategy.

As a consultant over the past 20 years, he has helped companies grow sales by as much as 50% in one year, successfully launch products that may have never found success on their own and saved business leaders from disastrous choices in corporate strategy. Over the decades, Leigh has had profound marketing management and product launch success in Finance, FMCG, IT industry, Government and Professional Services. During a stint in the UK, he helped an FMCG company increase its market share 6-fold in under 18 months, knocking the mighty Mars Corporation on its backside. Leigh is currently the Managing Director of Launch Engineering that specialises in new product development and launch, pre-launch and on-going marketing planning and strategy. He owns a proprietary system for pre-launch assessment of product launch that has always successfully predicted the outcome of a product launch services.

### List of companies that have benefited from Cowan's expertise:

- ING
- Morgan & Banks
- Telstra
- Westpac
- Maybank
- Allied Bank
- CIMB Bank
- DBS Bank
- Bank of Ceylo
- Nestle
- Unilever
- Nutella
- Abbot
- AM Bank
- Bank Islam Brunei Darussalam
- Johnson&Johnson
- Marion Merrell Dow
- United Overseas Bank Malaysia
- NDB Bank
- Union Bank of Philippines
- Muang Thai Insurance
- AVCO Financial Services
- Proctor & Gamble
- Colgate
- VietinBank
- Sara Lee

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## 2-Day Intensive Course Outline

### DAY ONE

#### Session 1: Introduction

- Meet & Greet
- Learning Goals
- Overview of the workshop
- Discussing goals, assumptions, expectations and ground rules
- Definitions, Perspectives & Basic Concepts

**GROUP EXERCISE:** *Expectations*

#### Session 2: Psychology of Pricing

- Price Perception
- Price and how it effects buying decisions
- The purchase decision and product type
- Buyer behaviour, understand it to master it

**GROUP EXERCISE:** *Type classification and anticipated response*

#### Session 3: What Academic Models lack and how to make Pricing Theory Work Commercially (and why)

- Market Segmentation & perspective
- Psychographics, Behaviour & the Demographic Trap
- Differentiation & how to Use (and abuse) it

**GROUP EXERCISE:** *Sonite Strategies*

#### Session 4: Being Sure (Really sure)

- Benefits & limitations of qualitative research
- Benefits & limitations of quantitative research
- The Research brief for Pricing Analysis
- Conjoint Analysis – An ideal approach?
- Sample Size & Confidence – what it means

**GROUP EXERCISE:** *Justifying a Research investment*

*"This is the first time we have used a marketing consultant, which I am pleased to say, has exceeded our expectations."*

*"We increased our sales of regular product lines by 50% - testimony of ability to assess the market and then select and implement appropriate sales strategies."*

### DAY TWO

#### Session 5: Product Management & Pricing

- Product Analysis, applied
- NPD Options
- Branding for STP optimisation
- PR, ORM (Organisation Reputation Management) & Ethics

**GROUP EXERCISE:** *Changing Price Positioning Limitations of advertising, latitude of acceptance, brand equity considerations*

#### Session 6: Marketing Mix Issues

- Pricing Strategy at centre of the nexus
- Marrying Promotional Mix Management with Pricing
- NPD (New Product Development)
- People & Processes
- Positioning
- Managing "Politics"
- Consumer Pull vs Trade Push considerations?
- Blue ocean strategies using pricing tactics

#### Session 7: Implementing Pricing Initiatives: Marketing Planning & Strategy

- Where are you now?
- Where do you want to be?
- How are you going to get there?
- Feedback, controls & measurement

#### Session 8: Building Corporate Immortality

- Importance of Competitive Analysis and Competitive Intelligence
- Guidelines for Pricing Leadership
- Realities of Initiating Change and Direction with Pricing
- Inspiration from "the Greats" & where to go from here...

### Would You Like To Run This Course On-Site?

#### Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email [training@informa.com.au](mailto:training@informa.com.au)

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## Easy Ways to Register

**1 Web**  
www.informa.com.au/profitpricingstrategy

**2 Telephone**  
+61 (02) 9080 4395

**3 Email**  
training@informa.com.au

## Stay Connected



Quote P18GC04 when you register.

## Profit Maximising Pricing Strategy Masterclass

	Location	Course Dates	Super Early Bird price valid until 25 Oct 19		Early Bird price valid until 15 Nov 19		Standard price valid after 15 Nov 19		4+ Dels Discount	
P19GC04SY	Sydney	3-4 Dec 19	\$1,995 + \$199.50 GST	<b>\$2,194.50</b>	\$2,195 + \$219.50 GST	<b>\$2,414.50</b>	\$2,295 + \$229.50 GST	<b>\$2,524.50</b>	\$1,756 + \$175.60 GST	<b>\$1,931.60</b>

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### Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

### Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

### Our Long Standing Clients Include:

Ambulance Victoria, BHP, Department of Planning, Transport & Infrastructure, SA, Origin Energy, Electricity Generating Authority of Thailand (EGAT), ActewAGL, Ajilon, Arrow Energy, Barrick, Chevron Australia, Coffey International, ConocoPhillips, Dalrymple Bay Coal Terminal, Department of Education, ENI Australia, Fortescue Metals Group, IBM, Jemena, Office of the National Rail Safety Regulator, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Rio Tinto, UBS, Woodside, IP Australia, ANU, Health Purchasing Victoria, Telstra, Queensland Rail, EY, Litmus Group and more...

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