

The Pricing For Profit Workbook

Throughout the Pricing For Profit book you will find a Learning Activity after most chapters to cement your knowledge. Please print off this PDF and as you work your way through the book you will find a learning activity relating to the chapter you have just read. Please read the learning activity and answer the questions in your workbook on the pages that follow the learning activity.

Let's go!

Chapter 1 - Introduction Learning Activity

Think about some products or services you have bought in the last month or so.

From a pricing perspective, ask yourself:

1. What products or services did you feel were good value?
2. How long have you been loyal to particular brands that you buy repeatedly from?
3. What differentiates them in terms of their pricing?
4. For products or services that you are willing to pay more for, how does price factor in?

Chapter 1 - Introduction Workbook Area

Please write the answers to the previous learning activity here.

What products or services did you feel were a good value?

Product/Service	Date of Purchase	Origin of Purchase	Notes

How long have you been loyal to particular brands that you buy repeatedly from?

Brand	Length of Loyalty	Notes

What differentiates them in terms of their pricing?

Brand	Points of Differentiation	Notes

For products or services that you are willing to pay more for, how does price factor in?

Product/Service	Price Limit	Notes

Chapter 2 - Know Your Customers Learning Activity

Create a profile of your existing and ideal customer types. If you do not have access to your customer information, consider surveying them. For both your existing *and* ideal customer base, consider demographic information, psychographics, and buying strategies. Does your existing customer type align with your *ideal* customer type?

Now please enter your answers on the work sheets that follow.

Chapter 2 - Know Your Customers Workbook

Create a profile of your existing and ideal customer types. If you do not have access to your customer information, consider surveying them. For both your existing and ideal customer base, consider demographic information, psychographics, and buying strategies. How does your *existing* customer type align with your *ideal* customer type?

	Existing	Ideal
DEMOGRAPHICS		
Age		
Geographic Location		
Gender		
Income Level		
Education Level		
Marital Status		
Family Composition		
Occupation		
Other		
PSYCHOGRAPHICS		

Personality		
Attitudes		
Values		
Hobbies		
Lifestyle		
Behaviour		
How they see Themselves		
Other		
BUYING BEHAVIOUR		
Where?		
When?		
Strategy		
Emotions		
Price		
Other		

Chapter 3 - Know Your Competitors Learning Activity

1. Perform research about your competitors. Use the spreadsheet provided on the next page to help guide your research and keep track of multiple competitors.
2. What trends are impacting your business?

Now please enter your answers on the work sheets that follow.

Chapter 3 - Know Your Competitors Workbook

Perform research about your competitors. Use this chart to help guide your research into each competitor.

Name	
Products or services offered	
# of staff	
Pricing model	
Web presence: Website, Social media, Blogs	
Reputation	
Other	

Perform research about your competitors. Use this chart to help guide your research into each competitor.

Name	
Products or services offered	
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Web presence: Website, Social media, Blogs	
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Other	

Perform research about your competitors. Use this chart to help guide your research into each competitor.

Name	
Products or services offered	
# of staff	
Pricing model	
Web presence: Website, Social media, Blogs	
Reputation	
Other	

What trends are impacting your business?

Trend	How it Impacts	Notes

Chapter 4 - Positioning Learning Activity

1. Define what *value* your services offer
2. Create a positioning statement using this model:

For: Target market (demographically)

Who: Target market (psychographically)

Brand is: Type of business you're in

That: Functional benefit or value your product or service offers

Because: Proof points (no more than three)

So that: Emotional benefit

Best expressed by: Tagline

Now please enter your answers on the work sheets that follow.

Chapter 4 - Positioning Workbook

Define what value your product or service *really* offers

Product / Service	Value / Benefits	Notes

Create a positioning statement using this model:

For: Target market (demographically)

Who: Target market (psychographically)

Brand is: Type of business you're in

That: Functional benefit or value your product or service offers

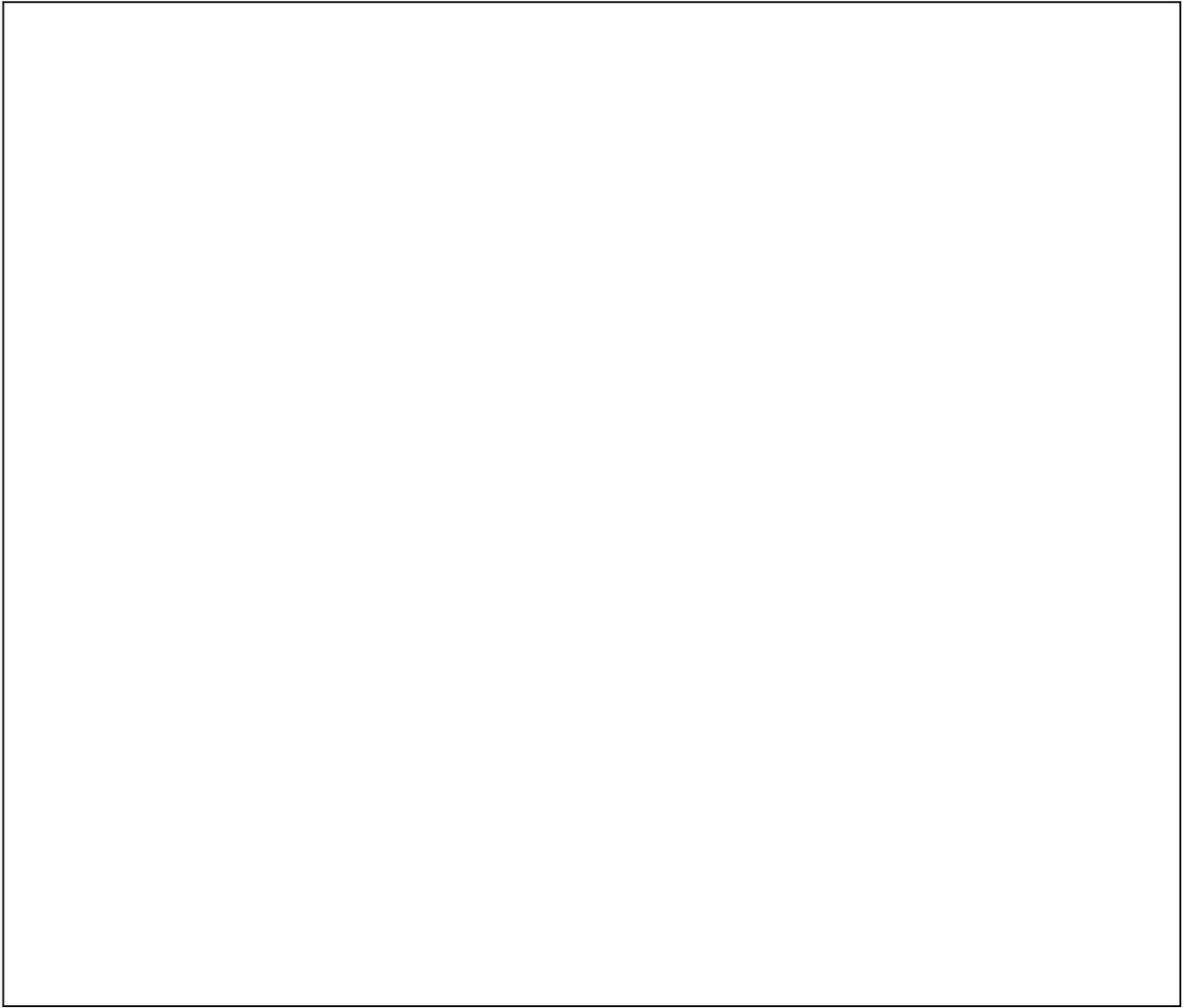
Because: Proof points (no more than three)

So that: Emotional benefit

Best expressed by: Tagline

Work Space (use this space as a scribble pad and jot down anything that comes to mind, then narrow down your thoughts until you come up with a great positioning statement.)

Work Space (use this space as a scribble pad and jot down anything that comes to mind, then narrow down your thoughts until you come up with a great positioning statement.)



Chapter 5 - Creating a Pricing Strategy Learning Activity

1. What are the various fixed and variable costs associated with running your business? Consider cost of materials, property, leases, loans, inventory, monthly expenses, interest, salaries, etc.
2. What is your revenue target?
3. Which among cost-plus pricing, customer-based pricing, competition-based pricing, or value-based pricing will you use? Why? What are the pros and cons of each for your business?
4. What are 3 pricing tactics that you might consider using as part of your pricing strategy?

Now please enter your answers on the work sheets that follow.

Chapter 5 - Creating a Pricing Strategy Workbook

What are the various fixed and variable costs associated with running your business? Consider costs of materials, property, leases, loans, inventory, monthly expenses, interest, salaries, etc.

	Fixed Cost	Variable Cost
Materials		
Property		
Leases		
Loans		
Inventory		
Monthly Expenses		
Interest		
Salaries		
Other		

What is your revenue target?

Revenue Target	Notes

Which among cost-plus pricing, customer-based pricing, competition-based pricing, or value-based pricing will you use? Why? What are the pros and cons of each for your business?

	Pros	Cons
Cost-Plus Pricing		
Customer-Based Pricing		
Competition-Based Pricing		
Value-Based Pricing		

What are 3 pricing tactics that you might consider using as part of your pricing strategy?

Tactic	Notes
Discounting	
Freemiums	
Bundling	
High-Low Pricing	
Decoy	
Odd Value Pricing	
Anchoring	
Other? Consider the BSH pricing scheme based on area, cleanliness and levels of service.	

Chapter 6 - Monitoring Your Prices Learning Activity

Create a monitoring plan for your business.

1. Financial Statements: How often do you receive these? Pick a date each month that you can review these. Do you have different products or services to consider? How will you track the profitability of each?
2. Customer feedback: What are some different ways you can reach out to customers and get feedback? Email? Surveys? Create a schedule to accomplish this.
3. Competitors: Schedule some time every few months to review the competition.
4. Testing: What are some ways you can test new pricing strategies on your customers?

Now please enter your answers on the work sheets that follow.

Chapter 6 - Monitoring Your Prices Workbook

Create a monitoring plan for your business.

Financial Statements: How often do you receive these? Pick a date each month when you can review these. Do you have different products or services to consider? How will you track the profitability of these?

Frequency	
Monthly Review Date	
Different Products/Services	
1	
2	
3	
4	
5	
Methods of Tracking Profitability	
1	
2	
3	

4	
5	

Customer feedback: What are some different ways you can reach out to customers and get feedback? Email? Survey? Create a schedule to accomplish this.

	Method	Date
1		
2		
3		
4		
5		

Competitors: Schedule some time every few months to review the competition.

Testing: What are some ways you can test new pricing strategies on your customers?

Method	Pros	Cons

Chapter 7 - Raising or Lowering Your Prices Learning Activity

Build an action plan to test new prices over time. If you have multiple products or services, consider how, when and across which products or services you will increase your prices.

Are there seasonal opportunities for you that you can take advantage of?

Also, create an action plan in the event you need to reduce your prices. Will you reduce or use select discounts and/or offer less for the same price?

Now please enter your answers on the work sheets that follow.

Chapter 7 - Raising and Lowering Your Prices Workbook

Build an action plan to test new prices over time. If you have multiple products or services, consider how, when and across which products or services you will increase your prices. Always remember to price for PROFIT.

Are there seasonal opportunities for you that you can take advantage of? Also, create an action plan in the event you need to reduce your prices. Will you reduce or use select discounts and/or offer less for the same price?

Raising prices

Product or service	
What are some times of the year or circumstances when you would consider raising prices?	
What is your strategy to raise prices? Will you test with certain customers?	
What are some communication considerations for you to message a price increase to your customers?	

Lowering prices

Product or service	
What are some times of the year or circumstances when you would consider lowering your prices?	
What is your strategy to lower prices? Will you offer a limited time discount?	
How will you communicate a cost reduction to your customers?	

Chapter 9 - Conclusion Learning Activity

1. Review all your notes, worksheets, and checklists from the course.
2. Make a list of the actions you will take to implement your pricing strategy (marketing and communications; monitoring; adjustments, etc.)
3. Set deadlines for each of the actions.

Now please enter your answers on the work sheets that follow.

Chapter 9 - Conclusion Workbook

Review all your notes, worksheets, and checklists from the course. Make a list of the actions you will take to implement your pricing strategy (marketing and communications; monitoring; adjustments, etc.)

Set deadlines for each of the actions.

Action	Notes	Deadline

Action	Notes	Deadline