

# BUSINESS EXCELLENCE - JANUARY 2022

## PRICING WITH PURPOSE

### Pricing: The third business skill

27<sup>th</sup> January 2022 | 9am-1pm

First create a great product, second sell that product brilliantly, third price it superbly.

Why is price the most effective profit lever?

With the inflation of materials, distribution, shipping and fuel it is the time for businesses to review their current strategies and act to make their businesses future-proof. This workshop will introduce delegates to the history of pricing and review the current climate and what that means for businesses.

Delegates will also review the most effective strategies for productivity and profitability.

### Pricing: Best practice laid bare

10<sup>th</sup> February 2022 | 9am-1pm

Explore the different types of pricing strategy, what strategies can work the best for your business and how they tie back to your business model, purpose and financial targets.

Delegates will look into the barriers of implementing price changes, how more control leads to bigger profits and analyse current processes and explore accountability.

### Pricing: Marketing and implementation

17<sup>th</sup> February 2022 | 9am-1pm

Competitors, scalability and rationing products.

This workshop will look at the psychology of pricing and using it to effectively communicate, market and implement new optimum pricing strategies across your markets.

Please note that workshop details may be subject to change during the programme.  
All sessions will be held online using Zoom.

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## PRICING WITH PURPOSE

### Mark Prince - Programme delivery expert

A business strategy expert with a true passion to help companies overcome their biggest obstacles.

Adviser, consultant, supporter, mentor, non-executive Director or investor -  
Mark's approach changes depending on the circumstances of the business and the management team he is working with.

Mark is an experienced executive with 30 years of global corporate leadership under his belt and is enthusiastic about seeing committed entrepreneurs grow their companies.

