

Driving Business to Peak Performance!



The Most Important Decision

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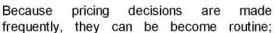
or contact MCN for guidance.

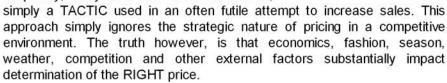
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PRICING is the most important decision you make in a business. However, this decision is often made without any evaluation of its impact on profitability. It may be obvious that too low a price means loosing money on every sale, while pricing too high will result in to few sales, but how can you know the right price in advance?





So where should we start? First, the business must understand its direct and indirect costs. Then they can be used to calculate the cost of any product by using a properly constructed and maintained pricing model. Such a model allows the business to estimate profitability at various price points or to evaluate the impact of changes to the company's financial structure.

With these tools, you can survey your strategic position, evaluate alternative pricing strategies and make informed decisions based on having studied the likely financial outcomes in advance.

For more information on pricing models go to Price It or to learn about pricing strategies click White Paper or Article. If you have questions about pricing click Ask the Guru to receive a personal response from me. I would love to discuss PRICING with you!

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