



PRICE AUDITS

Research | Consulting

AboutFace specializes in providing a detailed self-assessment to measure and improve the effectiveness of your present pricing strategy and/or create a sound pricing strategy in order to:

- Ensure Consistency
- Maximize Profitability
- Measure Prices against the Marketplace

Benefits

- Ensure pricing is matched against customer segments
- Enable consistent pricing that responds to market forces
- Reveal hidden 'weaknesses' that ad-hoc internal price tweaks do not detect
- Make your company more competitive
- Maximize profits
- Achieve organizational goals
- Greater customer satisfaction by implementing:
 - Consistent interactions
 - Fair pricing standards
 - Increased Focus on fulfilling the customer's needs
- Greater employee satisfaction by implementing:
 - Consistent, streamlined processes
 - Value leadership
 - Better pricing training

Price wars will only be won with a methodical approach. Set up consistent field research to look for opportunities to increase or decrease prices, throughout the year, in order to capitalize on market trends.

Ask yourself:

- Have you fully understood the influence of price on your customers?
- Do you use reference prices & differential prices effectively?
- Do you use appropriate pricing strategies at different stages in the product/service life cycle?
- How do you use promotions & discounting?