

# Strategic Consulting and Implementation Consortium

*Superior strategies to managing People Systems Processes Products Projects Programmes Finances to deliver triple bottom-line*

## Development Consultants



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*Partnering to tackle the world's development problems!*

### About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

## Competitive pricing without hurting industry profitability in a developing market

### Introduction

Product pricing can be quite challenging in competitive markets no matter the strategy that you employ. In the mix are customers, your company and its owners and the industry within which you operate. At what price would you keep your customers happy without hurting your company and industry? This training considers pricing as a most important activity in products and services development as it relates to delivering value to stakeholders even with a differentiated product range.

### Objectives

This training intends to expose participants to an integrated organisation that drives performance through efficient processes eliminating waste throughout the value chain and delivering costs savings to stakeholders. Participants will be exposed to best practice pricing mechanisms that can enable an organisation gain access to potential lost sales, price optimisation at value perceived by customers. The emphasis in this training will be to deliver to participants strategies that fit their different environments to be able to access full industry capacity.

### Who will benefit?

- Members in the product research and development team
- Managers in corporate management
- Marketing managers
- Sales managers
- Customer care executives
- Accounting and internal control officers

## Expected benefits to participants

- Understand and apply customer analytics and purchasing behaviour and determinants in an environment
- How to integrate products and services pricing into overall short to long terms objectives of your organisations
- Understand and implement lean operations as an important element to competitive pricing
- Apply pricing strategies that consistently deliver value to stakeholders
- Understand and apply best practice pricing to increase sales, deliver bottom-line and business sustainability

## Duration

3 days

## Location of Training

London, U.K.

This training can be conducted as bespoke in-house.

## Training fee

Standard training fee would cover instructing, course materials, certificate of attendance, sightseeing and lunch. The course can however be organised as a packaged short training programme to include airport pickup, London city transportation and lodging for groups of 5 to 10 and above. Please contact us for bookings.

**Individuals** – £1250.00

Organisations sponsoring 3 or more person (10% discount) - £1125.00

### Travel

Participants are encouraged to make personal arrangements early. We are able to provide general advice where this may be required

For additional information please contact us:

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This course is promoted subject to our [terms and conditions](#).