



Training | Conferences | Events | Publications

Presents

Karachi
July 16th - 17th, 2007,
Marriott Hotel

Timing
9:00 am to 5:00 pm

Features practical
exercises, case
studies and
innovative
pricing
tools

Practical Pricing Strategies for Bottom Line Results

'Pricing for Competitive Advantage'

Led by renowned author and marketing expert
Ian Ruskin Brown, UK

Improve your pricing strategies by:

- Understanding the market forces at work and how these affect the freedom to price
- Knowing how to use price positioning professionally
- Using the essential 11 pricing strategies
- Knowing the differentials for pricing new products in both new and established markets
- Understanding Value Based Pricing (VBP) and how to use it profitably
- Preventing, or if necessary fighting, a price war
- Structuring a discount policy
- Comprehending the various ways to set price in response to an invitation to tender

Register Today
for your Chance to

WIN

an Executive Organizer
from

HUB
LEATHER

Tel: +92-21-4534261, Cell: 0300-8275351 Fax: +92-21-4520708

E-mail: register@octara.com WWW.OCTARA.COM

Dear Executives,

The main idea of running a successful business is to make a healthy profit, and that means healthy margins. Having an effective pricing strategy will contribute heavily to your company's gross margins and long term profitability. However, even if the potential for healthy margins is created by the excellence of the firm's products and the way these are taken to market, these margins are often eroded by uninformed pricing practice and managers are guilty of wasting this profit potential.

The value of its products or services to its customers, is a company's most important resource. As an effective and valuable member of your organisation's pricing team, it is important that you do not lose revenue on existing products, services and new product launches, due to poor pricing. Managers need to know how to survive in a price war, know which is the most profitable position in the market and how to negotiate prices professionally.

With your needs in mind Octara presents Practical Pricing Strategies For Bottom Line Results, a valuable course that will teach you how to apply the most profitable pricing strategies for your organisation's products and services.

Your expert programme leader, Ian Ruskin Brown, Principal of Ruskin Brown Associates, will be using a series of discussions, demonstrations, case studies and exercises that will further enhance your learning experience.

So mark 16th & 17th July 2007 on your calendar and Do not miss this opportunity to maximise revenue generation! Ian and myself hope to see you there!


Hamza Wasi Hashmi

Head of Management Development Services
Octara Private Limited

Who Should Attend

- Heads of Pricing
- Pricing Analysts
- Marketing
Directors/Managers/Analysts
- Sales
Directors/Managers
- Operations
Directors/Managers
- Product
Managers/Product
Development
Managers
- Brand Managers
- Logistics Services
Managers
- Finance
Managers/Analysts/
Revenue Analysts
- Business Planners
- Product Managers
- Services Managers
- Cost Controllers



BRING

**Practical Pricing Strategies For
Bottom Line Results**

In-house!

Please contact

**Muhammad Arif at marif@octara.com or
call at 0300-8275091 for further details**

Your course director

Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

Author, International Marketing Trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

Ian Ruskin Brown is a Principal of Ruskin Brown Associates, an independent marketing consultancy set up in 1983 in the UK. This consultancy continually brings him into contact with a wide range of marketing situations in United Kingdom, United States of America, Asia and Europe. Over the last 35 years he has gained a wide range and dept of experience in marketing and in Strategic Management.

Ian's business career has a strong bias towards marketing management in the operational field and planning functions working for companies: Lyons & Co., Reed Paper Group, Trebor Sharpes, Esso Petroleum, Goodyear Tyre & Rubber. In 1973,

his career was orientated toward the academic, and consultancy, working as a Senior Lecturer at the University of the South West, UK with visiting lectureships at the Universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire).

Ian has specialised in the high tech and financial services industries and has carried out a great amount of in-house work across the world, for a wide range of firms providing such products and services.

Related Courses

- Key Account Management
- Marketing your Financial Services
- Buying, Interpreting & Actioning Marketing Research
- Corporate Strategy for Strategic Planning



International Clients

- ✓ Nokia
- ✓ Ericsson
- ✓ IBM International Business School
- ✓ Rank Xerox
- ✓ Hitachi International
- ✓ ChevronTexaco
- ✓ Bank of Ireland
- ✓ Philips

Ian Ruskin Brown is the best selling author of

Practical Pricing for Results

Mastering Marketing



Marketing Your Service Business



Hear What Delegates Have Said About Ian's Previous Courses:

"It was an excellent topic and the training will be useful in extending qualitative service to our customers"

Habib Bank Limited, Pakistan

"This course is very effective and achieved its targets"

Motorola, UAE

"Ian is an excellent instructor - his class management skills, academic knowledge on the subject of services, and business consultancy experience, add great value to the subject..."

IBM Austin - Texas, USA

"I find it hard to believe that so much information was covered so successfully in such a small space of time. The week was very useful indeed and I am looking forward to putting some of it into practice!"

Lloyds Bank Offshore

Practical Pricing Strategies for Bottom Line Results



16 July 2007 (Day One)

09:00 Introductions

- ✓ Understand P&L and the Elements
 - Be able to use this mentally (vs calculator)
- ✓ Learn the Power of Revenue over Costs
- ✓ Examine Price & Supply/Demand & the PLC

Exercise: The use of the P&L

10:15 – 10:45 Coffee Break

- ✓ Cost Plus
 - The basics and the evils of OH attribution

- ✓ B/Even Analysis

Exercise: Should you do the deal?

- ✓ Price Elasticity

Exercise: What's the best volume?

- Implications on Price Practice
- The calculations & implications

Exercise: Consolidate via several calculations

12:30 – 13:30 Lunch Break

- ✓ The Strategic Pricing Process
 - Segment, Target & Positioning
 - Analysis via the Price Positioning Matrix & Landscape tools
 - Setting Price Objectives how and why
 - Price as an Indicator of Value

15:15 – 15:45 Tea Break

- ✓ Strategic Pricing Process
 - 11 Principle Pricing Strategies explained

Exercise: Planning with Prices in mind

Exercise: How good a Buyer could you be?

- The buyer's golden Rules & Nasty Tricks

17:30 end of Day...

17 July 2007 (Day Two)

09:00 Recap Day One

- ✓ Value Based Pricing
 - Learn using the Price Landscape to position your 'Values'

Exercise: Position chosen business vs. two closest Competitors

- ✓ The Levitt Construct
 - Building insights into the customers view of value

Exercise: Check Buzz & Discern

10:15 – 10:45 Coffee Break

- ✓ The Spidergramme
 - How to plot where you and the competition are vs. the customers ideal

Exercise: What's Your Chosen business - 'Augmented'?



Video example of Value Based Pricing

12:30 – 13:30 Lunch Break

- ✓ Pricing Practice & Tactics
 - Presenting your Values in B2B Markets
 - The dangers of discounting

Exercise: 3 methods to assess compensation

- The rules of War and the use of 'Fighter Brands' and diverter strategies

15:15 – 15:45 Tea Break

- ✓ Pricing Practice & Tactics
 - Pricing New Products in New vs Established Markets
 - How to increase your Prices
 - Responding to an invitation to tender

- ✓ Course overview, Re-cap & Summary, Wash-up

17:30 end of Seminar...

Practical Pricing Strategies For Bottom Line Results

16-17 July 2007 | Marriott Hotel | Karachi | Timing 9:00 am to 5:00 pm

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail: register@octara.com
Fax: 021-4520708
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Rizwan Ahmed Khan
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4536315
Cell: 0300-8275351

Registration Note

Participation will be confirmed
subject to receipt of payment.

Cancellations

At least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months

In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

To receive this flyer by e-mail drop us a line at
info@octara.com

To view reports on our past training workshops
and events logon to WWW.octara.com

win

Executive Organiser!

You will automatically be entered
in the draw at the end of the workshop

Registration Fee

1 - 3 nominees Rs. 24,500
(Per participant)

4+ nominees Rs. 23,500
(Per participant)

Includes course material, Octara certificate,
lunch, refreshments & business networking



Training | Conferences | Events | Publications

Octara Private Limited is an independent enterprise and a Business Information Management company of the Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations.

Octara has to its credit events such as the landmark 10th Management Convention of Management Association of Pakistan, the 10th General Meeting of the Asia Pacific CSD Group, the Asia Pacific Telecommunity International Symposium, Valuing the People Factor Conference, Excellence Award Ceremonies of CFAAP, ITU World Telecom Day Conference, first international OHSE Conference, and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

In the UAE, as a strategic partner to Leading Minds, Octara marketed in Pakistan the 2005 & 2006 edition of the annual event "Leaders in Dubai".

Octara manages TCS Private Limited's acclaimed flagship publication CONNECT, SHV Energy Pakistan's newsletter AATISH and other designing and publication requirements of clients.

Octara is about YOU, so help us help you find and nurture your inner strengths and realize your business ambitions today.

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