

Features practical exercises, case studies and innovative pricing tools



Training | Conferences | Events | Publications

Presents

# Practical Pricing Tactics in Tough Times

## 'Pricing for Competitive Advantage and Bottom Line Results'

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

November 19<sup>th</sup> - 20<sup>th</sup> 2008, Karachi

Timing: 9:00 am to 5:00 pm

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



Ian Ruskin Brown  
is the best selling author of

Practical Pricing  
for Results

Mastering  
Marketing

Marketing Your  
Service Business



Register Online [www.octara.com](http://www.octara.com)

Tel: +92-21-4534261, +92-21-4536315  
Cell: 0300-8275351, Fax: 021-4520708, 021-4546639  
E-mail: [register@octara.com](mailto:register@octara.com), [octara@gmail.com](mailto:octara@gmail.com)



Octara - Strategic Marketing Partner to

[www.leaders-india.com](http://www.leaders-india.com)



Your course director

# Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, an 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.

He is also the 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 excelled in marketing and in Strategic Management.

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

His specialised courses include, Buying, Interpreting & Actioning Marketing Research, Corporate Strategy for Strategic Planning, Marketing your Service Business and Marketing your Financial Services.



Principal of Ruskin Brown Associates, UK

Diplomat of the Market Research Society

Member of Business Graduates Association of MBA's

Fellow of the Institute of Sales and Marketing Management

Member of the British Institute of Management

Faculty of the Chartered Institute of Marketing (CIM) and its training arm

## International Clients

- ✓ Barclays Bank
- ✓ Nokia
- ✓ Ericsson
- ✓ Rank Xerox
- ✓ Hitachi International
- ✓ ChevronTexaco
- ✓ Bank of Ireland
- ✓ Philips

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

## Hear What Delegates Have Said About Ian:

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session"

[Haleeb Foods](#)

"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](#)

"The knowledge on various marketing principles will help me improve end results"

[National Industrial Parks](#)

"Overall experience with Ian Ruskin was informative and pleasant"

[Tapal Tea](#)

# Practical Pricing Tactics in Tough Times



## 19<sup>th</sup> November 2008 (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...

## 20<sup>th</sup> November 2008 (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 Tactics in Tough Times

'Pricing for Competitive Advantage and Bottom Line Results'

## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail : register@octara.com  
          : octara@gmail.com  
Fax      : 021-4520708, 021-4546639
- Send us your:  
Name, Designation, Organization,  
mailing address, phones, fax and e-mail
- Send your cheque in favour of  
"Octara Private Limited" to:  
Muhammad Imran Anwer  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-4534261, 021-4536315,  
Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at  
[info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops  
and events logon to [WWW.octara.com](http://WWW.octara.com)

## Registration Note

Participation will be confirmed  
subject to receipt of payment.

## Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made 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.

## Workshop Investment (Per participant)

# Rs. 39,999/-

Course material, Octara certificate, lunch,  
refreshments & business networking

# 10%

## Group Discount

on 2+ nominees



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 MAP, the 10th General Meeting of the Asia Pacific CSD Group, Valuing the People Factor Conference, The Media & Marketing Festival just to name a few and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

Logistics Partner



Official Carrier

airblue

Partners

HUB  
LEATHER

Technology Partner



Strategic Partner



Culligan.