
PRICING STRATEGY

Checklist

- I have a focused target segment and am setting a pricing strategy specifically for that segment
- I understand what factors determine profit and loss in my target segment
- I understand the pricing metrics used by the alternatives (competitors or other options customers have)
- I have chosen a pricing metric that tracks value for the segment I am targeting
- I have checked to see if my pricing metrics are obsolete and no longer track value
- I know what my brand represents (a premium brand, a discount brand, a customer service brand, an innovation brand, etc.) and my pricing strategy aligns with my brand promise
- I have selected a Penetration, Skim, or Market Following strategy and have communicated this clearly to everyone in the company