

Pricing means Business!



October 21-23, 2009

Hyatt Regency Grand Cypress
Orlando, Florida

Speaker Announcement...



Per Högberg is Sharing His Pricing Expertise
by speaking at the PPS 20th Annual Fall Conference in Orlando, FL
Thursday, October 22, 2009



Per Högberg
Senior Partner & Founder
PriceGain



Download Conference Brochure
above



Each Workshop attendee will earn
1 credit towards the CPP
designation PLUS will receive 1
[Online Pricing Course](#) at no
additional charge.

[Remove me from this list](#)

PPS Breakout:

Setting Optimal Prices across Sales Channels

Managing price across multiple channels is a major challenge. Some companies believe that all their channels should be priced alike to avoid cannibalization. Others set prices on a channel-by-channel basis but fail to ensure that the prices are optimized from an overall corporate profitability and/or market share perspective.

This session presents how channel prices should be set in order to reach the overall corporate business goals. Through channel price optimization, prices are set for each channel while recognizing the differences in end-customers' willingness to pay and competition across channels.

Attendees will learn:

- How to establish optimal prices across sales channels
- The power of channel price optimization through a business case
- The characteristics of a successful channel pricing strategy