

PROFIT IN PRINT - PRICING STRATEGY

Pricing is critical to the success of any business. Every company needs its own strategy based on its own unique set up and set of conditions. This seminar will help you to create your own WINNING STRATEGY based on YOUR business and contributing to YOUR success.

Find out...

- How to develop your strategy to recover fixed costs and understand the threats
- How to understand the real value of your services
- How much your customers are willing to pay
- How to keep ahead of inflation
- How to find more profitable sales
- How to use YOUR data to optimize your prices and avoid underselling.

1) Contribution

- a) What is it and why important
- b) Where your cash comes from (clients and products)
- c) What is and is not in the calculation
- d) Show them what can be done with this information
- e) How this drives decisions on service, charging & retention

2) Categorize the clients

- a) Who are the Gold, Silver and Bronze clients
- b) Why it is important to know this
- c) A quick look at our SCALE™ grading process

3) Pricing variation & strategy

- a) Which clients, products, sectors pay the best rates
- b) Using YOUR data to map this out based on YOUR clients
 - (i) Products you should sell more of
 - (ii) Products you should quote at a higher rate
 - (iii) Products you should be willing to 'walk away'

4) Keeping up with inflation

- a) Setting your 'house rules'
- b) passing on paper - no matter what
- c) Decide how each client will pay

5) Agile Pricing

- a) Decide pricing based on Customer, Product, Sector
- b) How this simplifies the estimating process
- c) Provide three 'safe' pricing options

Simon Taylor & Margin Improvement Ltd



Simon Taylor has 19 years experience in the UK and European print services sector. Formerly VP of Sales and Regional Director for a European \$200m Print Services Group for 14 years, he founded Margin Improvement in 2018 recognizing a knowledge gap in the market. He started his career as an engineer with Rolls-Royce, moving into Procurement roles in the aerospace and car industries with Ford Cosworth and has held senior commercial roles for over 30 years. He has trained Print Company Executives in USA , UK and Europe to increase margins and Corporate Procurement Professionals to drive better value. Simon is an experience speaker, a thought leader and creator of unique and successful methodologies that drive profit growth. He is a passionate advocate that there is healthy Profit in Print if you know how to release it.

Margin Improvement Ltd specializes in improving profits in Print. We are a small team that work mainly with Printing companies and large corporates that purchase Print. Clients include Paragon, Walmart, Office Depot, Linney Group, Asda, RRD and SMEs within the USA & UK. We provide 'Done for You' programs onsite with clients and remote programs for company owners and CEOs. We also provide Energy Procurement support for several Printing Companies.

We are trusted advisors to Europe's largest printing group with \$1.5Bn sales, approved vendor to Georgia Tech and licensor of the successful RAISEITUP© Profit Improvement Process.



T: +44 7778 593349

E: simon@themarginimprovement.com

[linkedin.com/in/simon-taylor-49057a10](https://www.linkedin.com/in/simon-taylor-49057a10)

www.themarginimprovement.com

