

Fueling growth with SwayTech's Tactical 20.

Tactic #4

**Are you leaving
money on the
table?**

**Sway
Tech.**

Pricing Review.

Why?

Because nothing else defines a business and a product more. It can mean huge losses or gains in revenue depending on how you approach pricing.

So you need to feel confident that your pricing aligns with market shifts, customer value and your business goals.

KPIs you should have in place.

These will be business model dependant

- Revenue growth
- Churn rates
- Customer Lifetime Value (CLV)
- Cost of acquisition
- Net Revenue Return
- Profit per product

Step 01.

Market Analysis.

Review competitor pricing strategies and market trends.

Assess current/proposed pricing in line with your company's competitive positioning and differentiation.

TOP TIP: Using ChatGPT 4 **BrowserOp** plugin you can accelerate this step.



Step 02.

Customer Value.

Evaluate customer value perception for different offerings and any existing price anchoring.

Review customer feedback or seek customer insights if none is available.

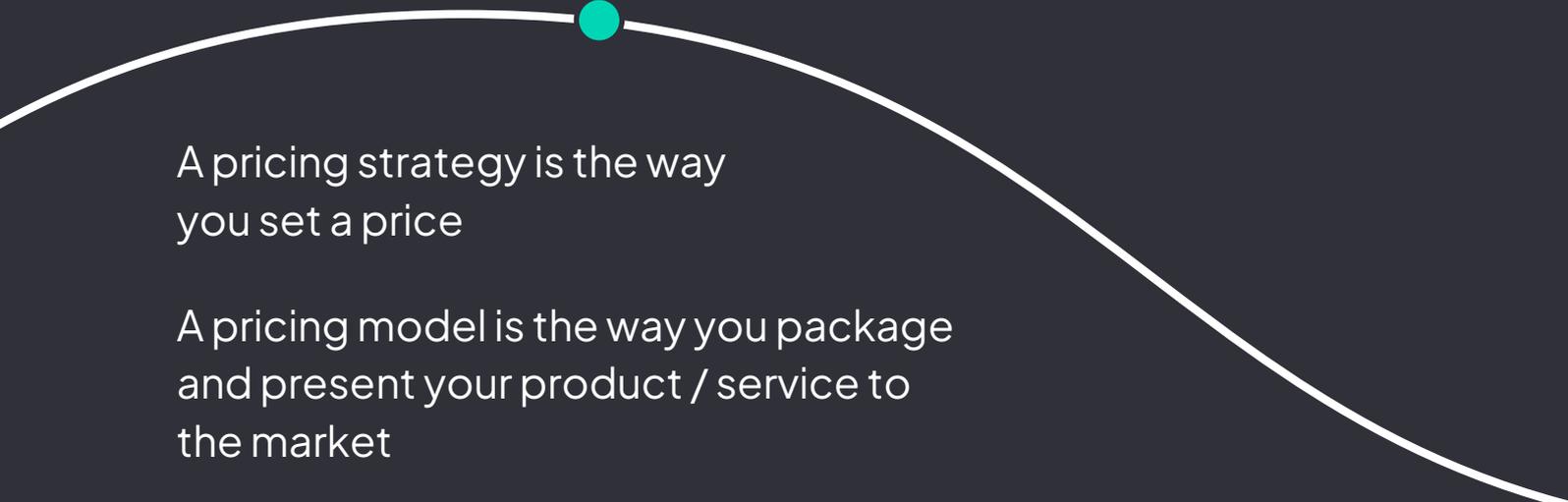


Step 03.

Model Evaluation.

Review current business KPIs and existing pricing models and opportunities – or proposed (if new).

Remember: The right price is the one that your customers will willingly pay, but which also maximises your profits and business success.



A pricing strategy is the way you set a price

A pricing model is the way you package and present your product / service to the market

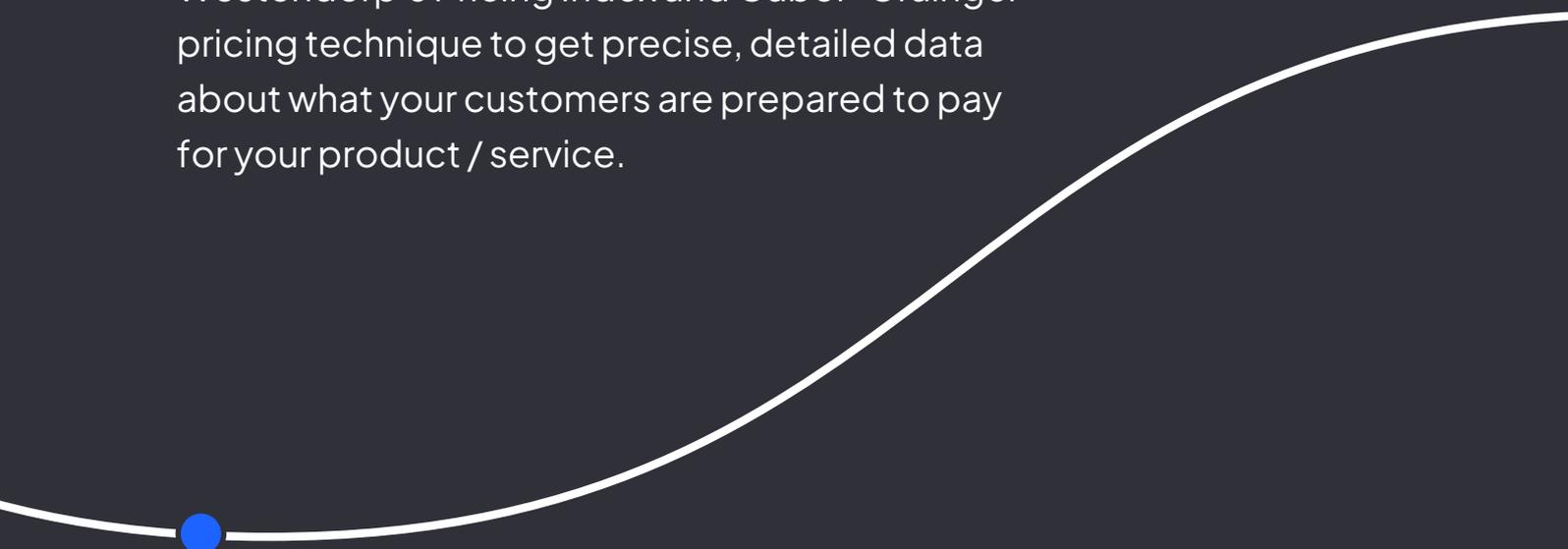
Step 04.

Price Testing.

It's crucial to understand your target audience's price sensitivity and what they are willing to pay.

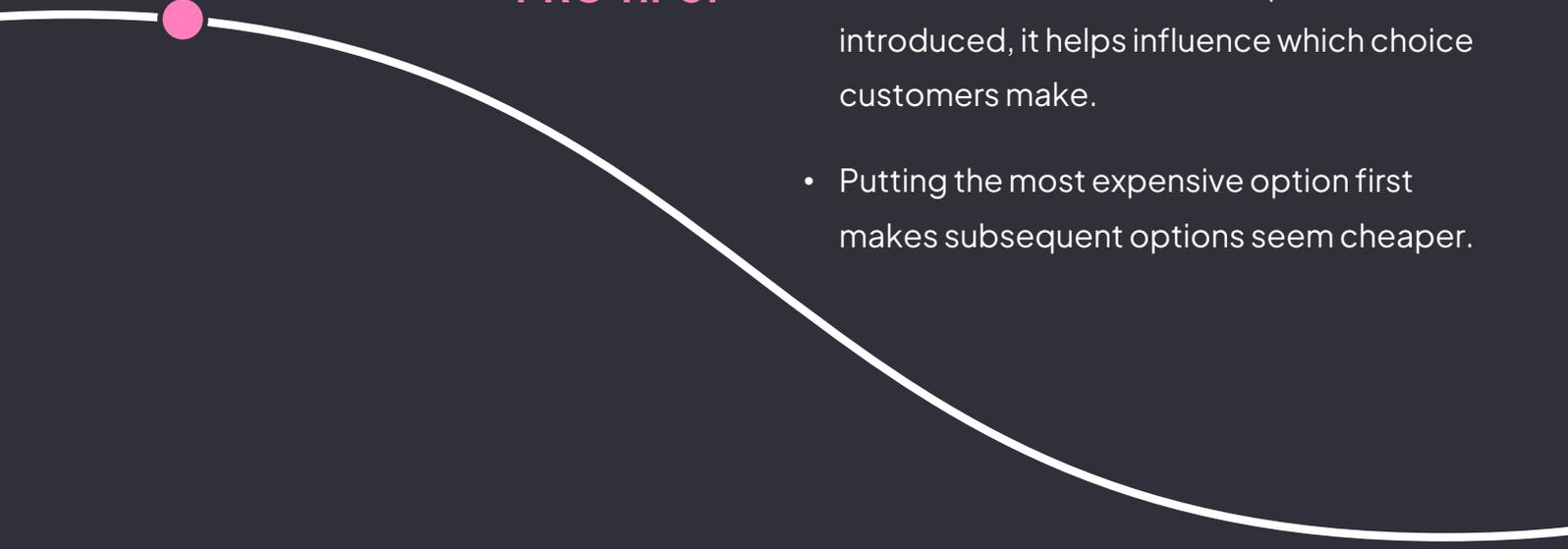
PRO TIP:

Use established research methods like Van Westendorp's Pricing Index and Gabor-Grainger pricing technique to get precise, detailed data about what your customers are prepared to pay for your product / service.



Step 05. Audience Segmentation.

Define your segments and ICPs. Develop tiered pricing/feature packaging options to cater to your ideal customer segment(s).



PRO TIPS:

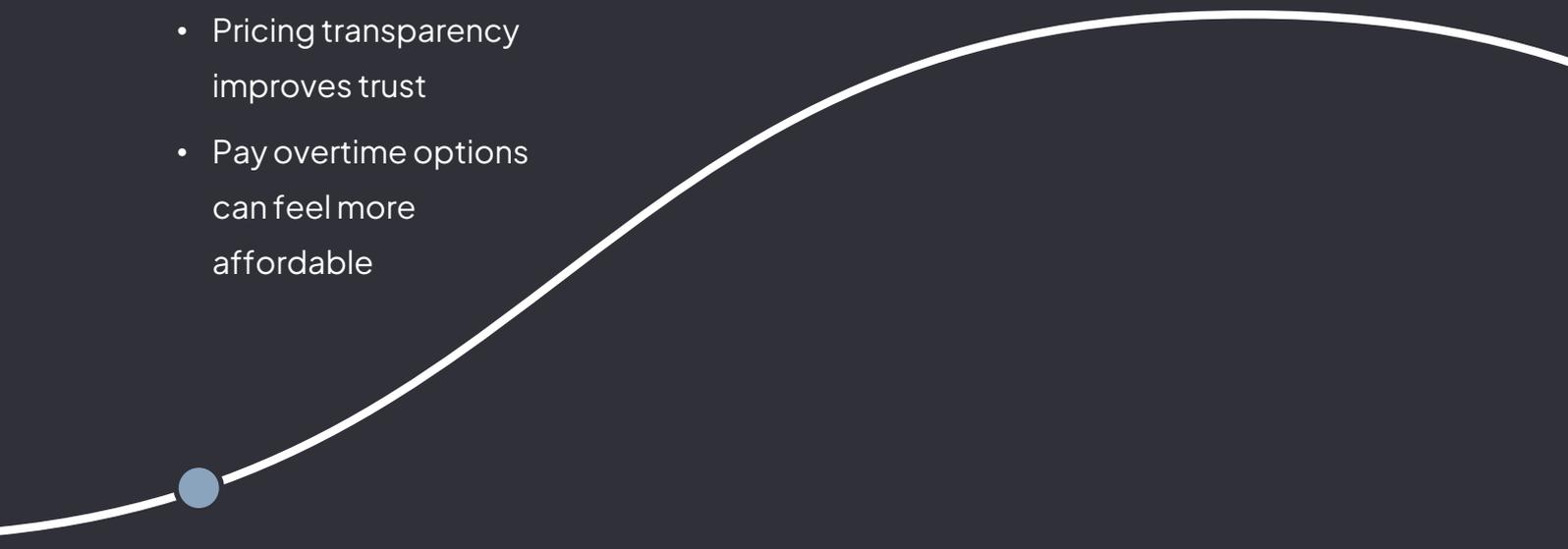
- When a third, less desirable option is introduced, it helps influence which choice customers make.
- Putting the most expensive option first makes subsequent options seem cheaper.

Step 06.

Packaging.

Review and develop packaging and bundling strategies to enhance value perception.

PRO TIPS:

- Higher price points act as quality signals
 - Pricing transparency improves trust
 - Pay overtime options can feel more affordable
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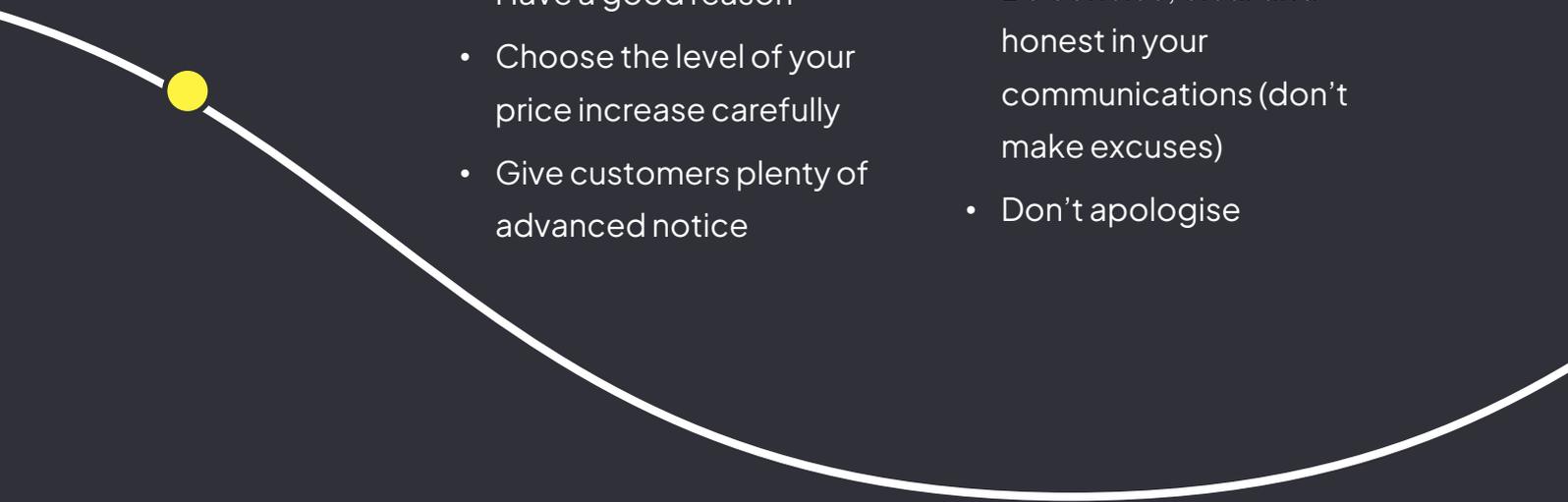
Step 07.

Communications.

When changing pricing or launching a new product/price, make sure communications are planned and synced across the business.

PRO TIP:

How to raise prices without losing customers

- Have a good reason
 - Choose the level of your price increase carefully
 - Give customers plenty of advanced notice
 - Be concise, clear and honest in your communications (don't make excuses)
 - Don't apologise
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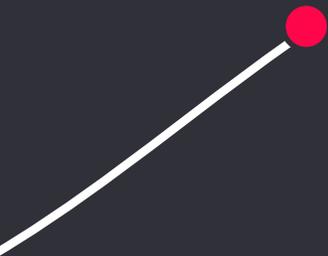
Step 08.

Tracking.

Forecast ahead for price changes in future years, and measure the impact of pricing changes on revenue and profitability.

Factors to consider in future pricing decisions:

- Customer perception and demand
- Product enhancements and developments
- Profit margins
- Market conditions
- Competitor activity
- Cost of goods sold



Pricing can too easily fall between the business unit gaps.

With a long-term pricing strategy in place and regular reviews you can expect:

- Increased revenue
- Enhanced profitability
- Long term strategic alignment
- Content customers
- Happy shareholders

NextUp:Tactic #5

Customer Feedback and Insights.

Learn how to gather valuable insights through customer surveys, product usage data and feedback to better understand customer needs and preferences.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
Tech.**

**When we say marketing,
we think business.**

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