

Better Pricing Strategies and Tactics for SMEs

Thursday 1st December 2022

8:00 to 10:00am

Denham Grove Hotel
Tilehouse Lane,
Denham, Uxbridge
UB9 5DG

No charge for invited guests

This event is brought to you by Brunel Business School and business partners from the Liberti Group comprising The CFO Centre, Freeman Clarke, The Marketing Centre, People Puzzles, YRH Finance Team, My Inhouse Lawyer and Kiss the Fish. We are committed to offering clients and prospects access to the latest business thinking on topics relevant to their success.

What's the event about?

How can you increase your prices without upsetting your customers? This is the question that many SME business owners are asking themselves. With costs rising all around us, it's more important than ever that businesses continually review your pricing. Yet fear of upsetting customers can hold leaders people back from taking action, which can often lead to weaker margins.

Mark Peacock, founder of PriceMaker Ltd, will share some of his pricing secrets and the pragmatic pricing strategies that you can use in your business straight away Guest delegates will learn:

- The pitfalls of commonly used pricing methods
- How a 1% increase in price can yield a 10% increase in net profits
- The 7 key elements for designing a pricing strategy
- 50 pricing strategies & tactics – which one is right for your business?
- Psychology of pricing and how it can help increase your prices.

There will be a Q&A at the end where you can raise your own pricing issues and get answers to help you with your pricing challenges.



Guest speaker

Mark Peacock is a leading UK pricing expert and helps SME businesses improve their pricing across a wide range of industries.

He is the founder and M.D of PriceMaker Ltd, a specialist pricing consultancy and has helped his clients create new pricing solutions that add significant bottom-line value (+20% average increase in net pro-ts).

Mark previously spent 25 years working in the corporate world for brands such as DHL and The AA and led two business units with £25M revenue and +100 sta to grow pro-ts by +250% over 5 years.

Mark is an excellent speaker and delegates always leave better informed and inspired about how to best boost their pro-ts

[REGISTER NOW](#)