

HELP TO GROW.
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CONFERENCE**

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THE ART AND SCIENCE OF PRICING



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Help to Grow: Management
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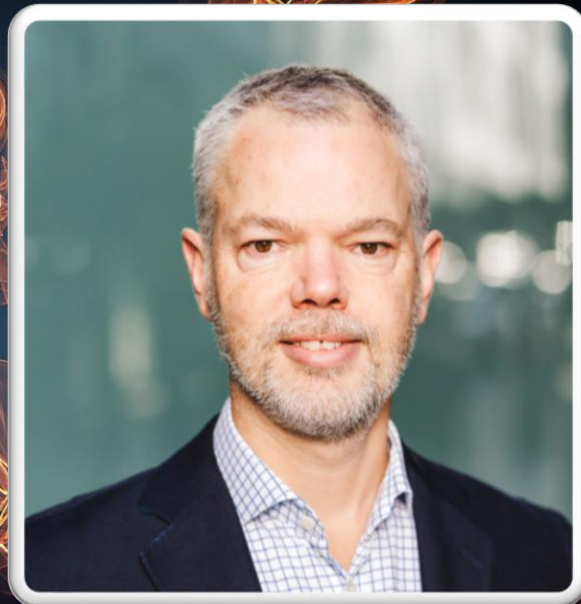
Pricing for Success

Help To Grow

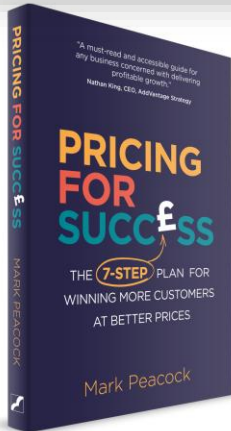
27 March 2025

Mark Peacock, M.D.

PRICE/MAKER



MARK PEACOCK - PROFILE



- **Founder & MD of PriceMaker Ltd**, a pricing & revenue growth consultancy
- **Worked with 100s of client organisations** to transform pricing and scale revenue growth
- **Spoken to 1000s of businesses** on the art & science of pricing in the UK, Europe and the Middle East
- **Recognised as a top 50 pricing consultancy in [Europe](#)***
- Nominated as a **Top 100 Global Pricing Leader ([2025](#))**
- **Grew revenues to £25m** and increased EBITDA by 3.5X in my last company
- **Author of [Pricing for Success – The 7 step plan for winning more customers at better prices.](#)**



PRICING FOR SUCCESS

1. Pricing Principles
2. Pricing Psychology
3. Your Pricing Offer



YOUR PRICES

Do you plan to (or have you) put your prices up in 2025 ?



PRICING POWER



“The single most important decision in evaluating a business is its pricing power.”



WHICH WOULD YOU RATHER HAVE?

Option A:

5% increase in volume
(at current prices)

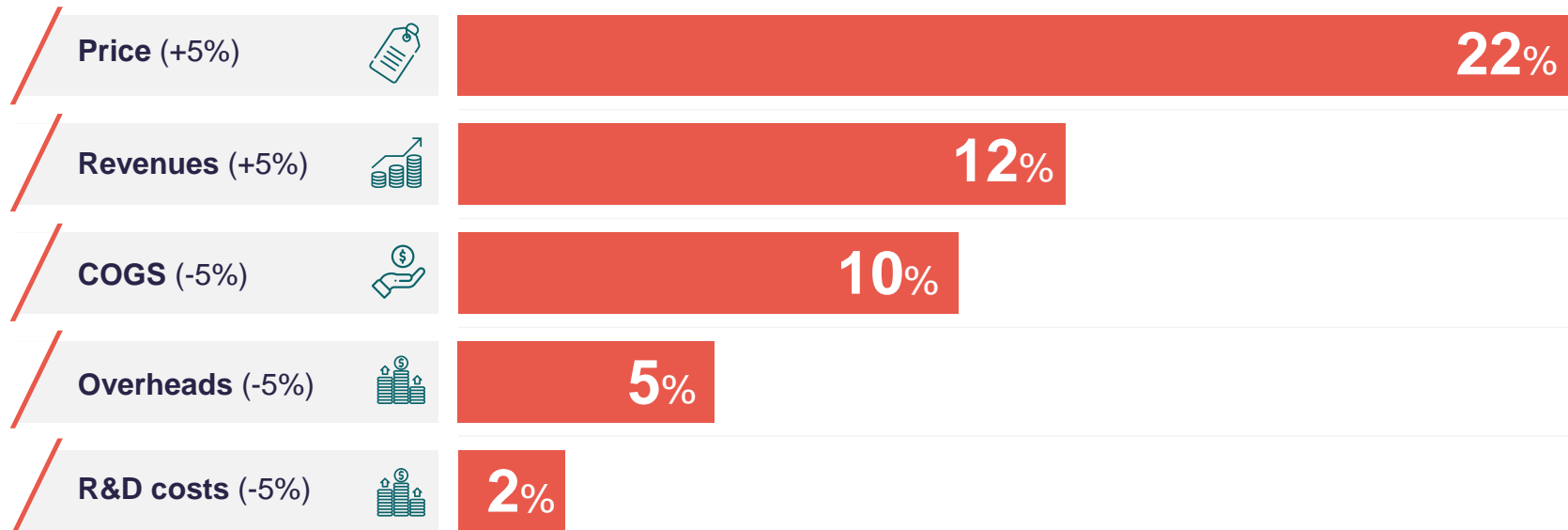
Option B:

5% increase in price
(at current volumes)



BENEFITS OF BETTER PRICING.

Increase in EBITDA from a 5% improvement in:



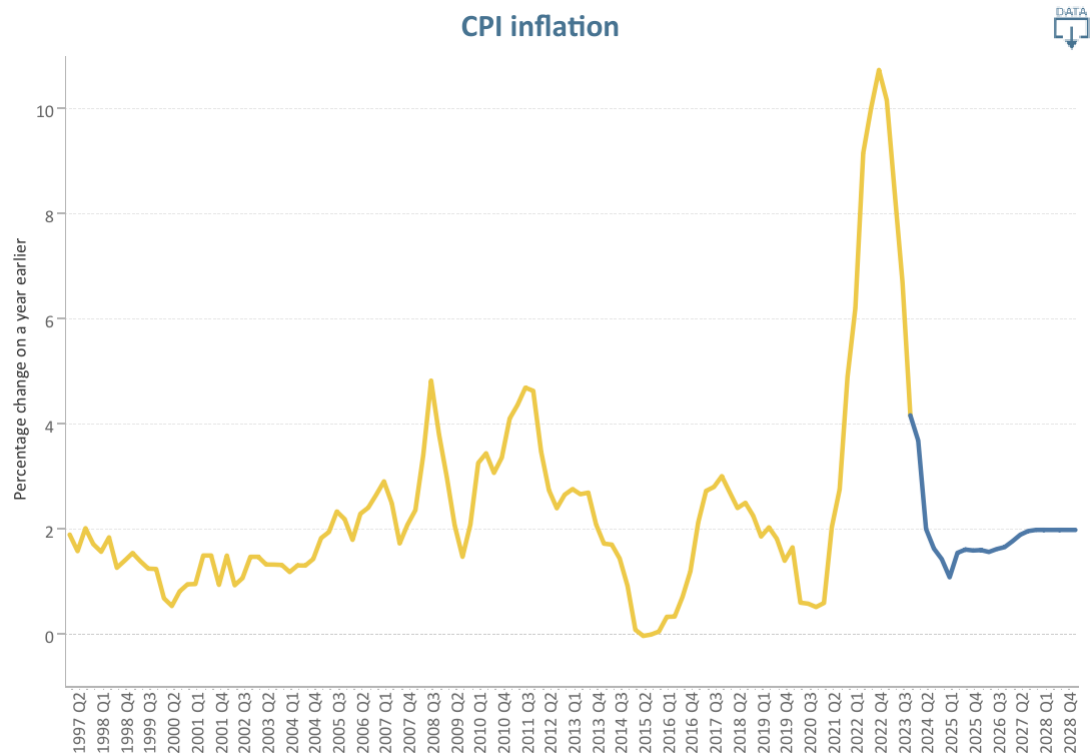
EXERCISE

What difference would a 1% increase in average prices make to your profits this year?

| | Revenue | Net Increase | Outcome |
|---------|---------|--------------|---------|
| Revenue | £10.0m | 1% | £10.1m |
| EBITDA | £1.0m | 10% | £1.1m |



UK INFLATION FORECAST

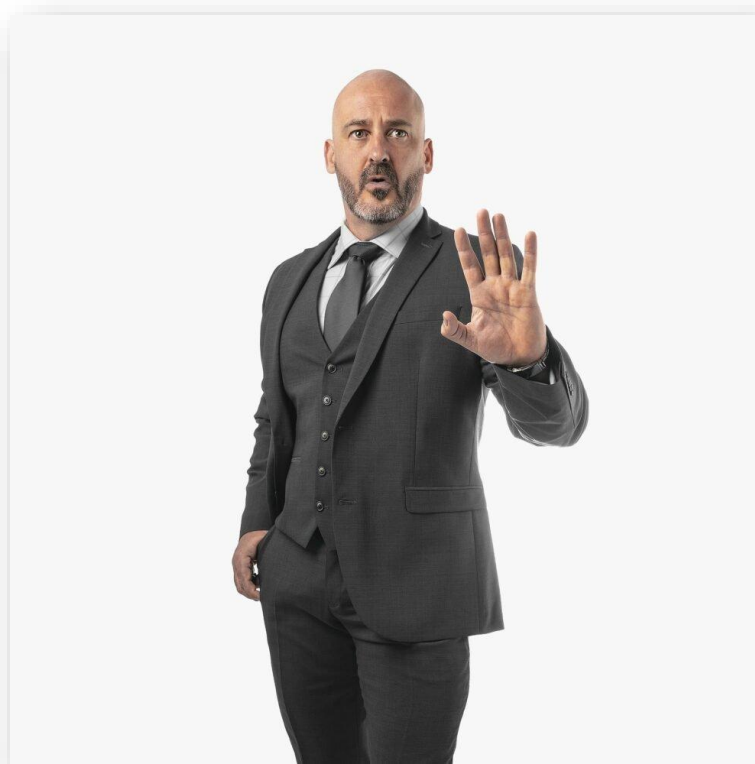


Source: ONS, OBR



TOP 5 PRICING MISTAKES

1. Under price your products
2. Copy the competition.
3. Believe “the market sets the rates”.
4. Offer discounts too easily.
5. “Set & forget” – fail to regularly increase your prices.



50 PRICING STRATEGIES & TACTICS

WHICH ONE IS RIGHT FOR YOUR BUSINESS?

| / TRADITIONAL | / GROWTH | / MONETISATION | / PSYCHOLOGICAL | / ADVANCED |
|--|---|---|--|---|
| <ul style="list-style-type: none"> / Cost plus margin / Competitor based / Time & Materials / Hour or Day rates / Fixed project fees / Cost Leadership / Premium Pricing / Price Penetration / Price Skimming / Price Follower | <ul style="list-style-type: none"> / New customer offers / Volume Discounts / Free trials / Sales tactics / Special offers / Retention deals / Channel pricing / Product Funnels / Premium / Standard pricing / Upselling / cross-selling | <ul style="list-style-type: none"> / Subscription pricing / Dynamic pricing / Pay As You Go / Freemium / Usage based pricing / Auctions / Name your own price / Contract pricing / Performance based pricing / Buy now, pay later | <ul style="list-style-type: none"> / Framing / Priming / Price Anchors / Decoy pricing / Number design / Loss Aversion / Choice architecture / Scarcity / Nudging / Endowment effect | <ul style="list-style-type: none"> / Price Segmentation / Product versioning / Tiered Pricing / Bundling / De-bundling / Product life cycle pricing / International pricing / Durables v Consumables / Two stage pricing / Pricing ratios / Value based pricing |



AGENDA

1. PRICING PRINCIPLES

2. PRICING PSYCHOLOGY

3. PRICING OFFER



PRICING: WHICH BRAIN ARE YOU USING?



Emotional



Rational

Price affects Perception



- Aspirin price: 10c or \$2.00
- Pain reducing: 60% 85%

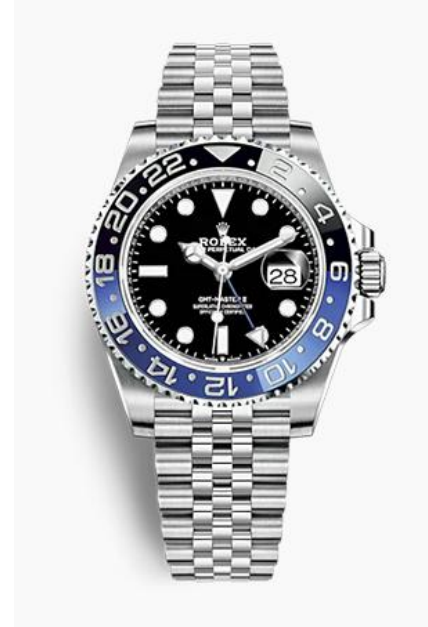


Q: How do you sell a \$2K watch?



Tag Heuer Aquaracer
\$1,950

A: Put it next to a \$10K watch.

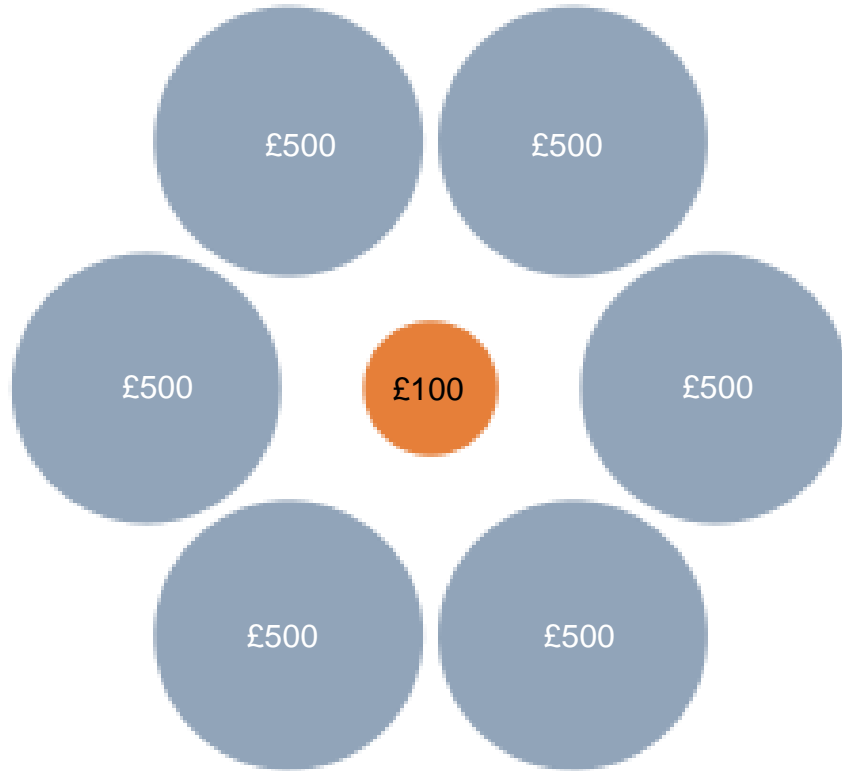


ROLEX GMT-MASTER II
\$9,700

Which orange circle is bigger?



Pricing is all relative



High Price Anchors

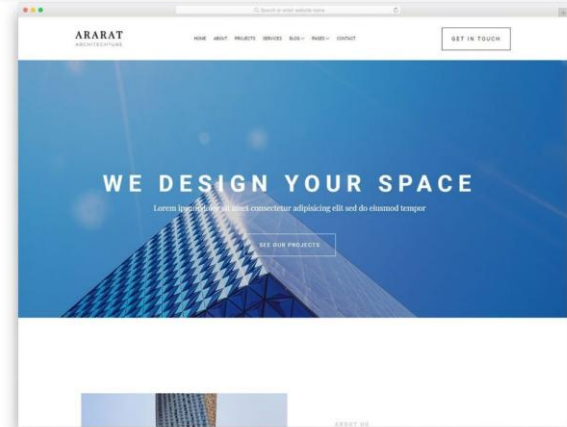
High-end website

£5K



Standard website

£2K



Pricing is Counter-Intuitive

Menu A

| | | | |
|------------|----------------|-------|-----|
| | Online Only | \$59 | 16% |
| Decoy ↓ | Print Only | \$125 | 0% |
| | Print & Online | \$125 | 84% |

\$11,444

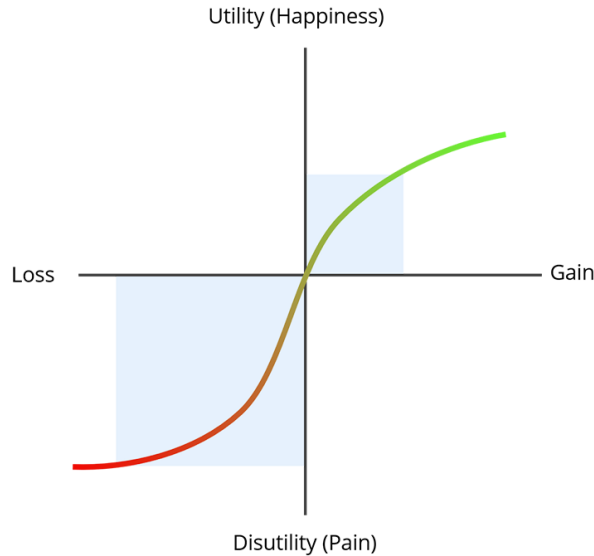
Menu B

| | | | |
|--|----------------|-------|-----|
| | Online Only | \$59 | 68% |
| | Print & Online | \$125 | 32% |

\$8,012



Loss Aversion



*"I hate losing more
than I enjoy winning."*

Jimmy Connors

Implication:

**Sell your prices from
High to Low.**



Beer prices

- Suk, Lee, and Lichtenstein (2012) tested the impact of price order on beer menus over 8 week period.
- They recorded a **4.1% increase** in average sale price when prices are presented high to low.

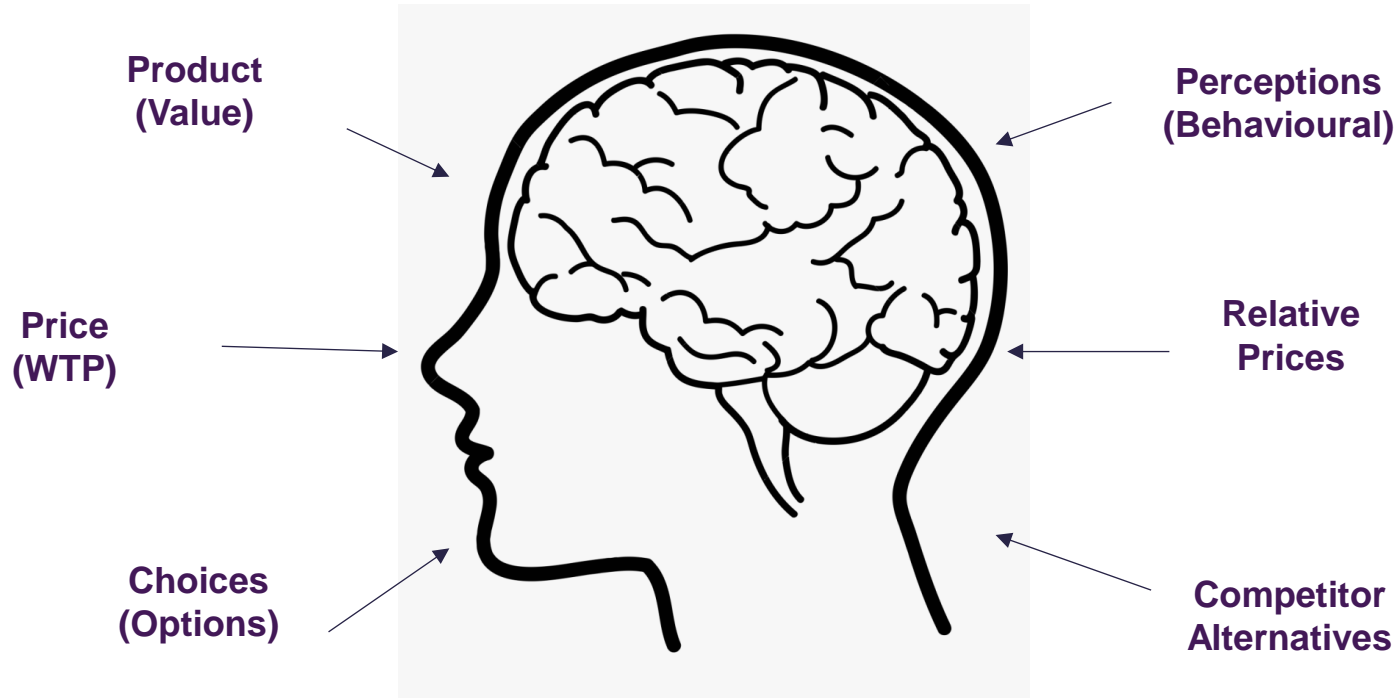
| LOW → HIGH | |
|---------------------------|-------------|
| BEER 1 | \$4 |
| BEER 2 | \$4 |
| BEER 3 | \$4 |
| BEER 4 | \$5 |
| BEER 5 | \$6 |
| BEER 6 | \$7 |
| BEER 7 | \$7 |
| BEER 8 | \$7 |
| BEER 9 | \$7 |
| BEER 10 | \$8 |
| BEER 11 | \$8 |
| BEER 12 | \$9 |
| BEER 13 | \$10 |
| AVG SALE \$5.78 | |

| HIGH → LOW | |
|---------------------------|-------------|
| BEER 1 | \$10 |
| BEER 2 | \$9 |
| BEER 3 | \$8 |
| BEER 4 | \$8 |
| BEER 5 | \$7 |
| BEER 6 | \$7 |
| BEER 7 | \$7 |
| BEER 8 | \$7 |
| BEER 9 | \$6 |
| BEER 10 | \$5 |
| BEER 11 | \$4 |
| BEER 12 | \$4 |
| BEER 13 | \$4 |
| AVG SALE \$6.02 | |



Choice Architecture:

The human brain makes 35,000 decisions per day



Make your pricing easy for your customers!

AGENDA

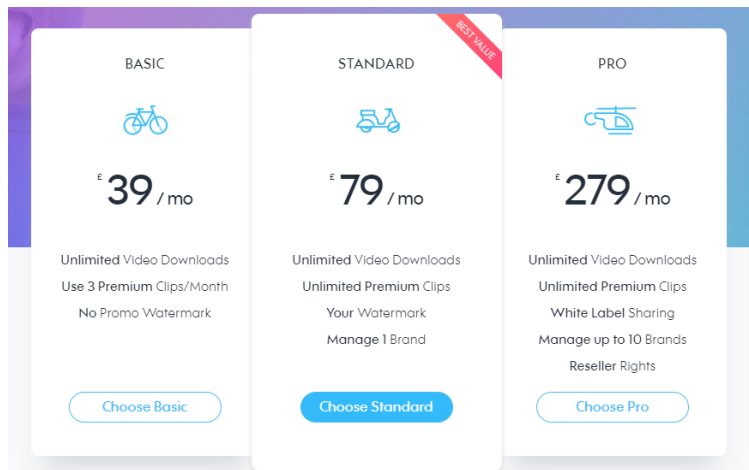
1. PRICING PRINCIPLES

2. PRICING PSYCHOLOGY

3. PRICING OFFER



TIERED PRICING – THE ULTIMATE PRICING STRATEGY



- Offers customers a range of price points.
- High “price anchor” on Premium option
- Tiered pricing makes it easier to sell premium prices (not harder)
- Tiered pricing increases your average selling price.
- Sell more volume across the range of tiers.



Always offer a choice of price options

Option A

£2,500

Feature 1

Feature 2

Feature 3

Option B

£4,950

Feature 1

Feature 2

Feature 3

Feature 4

Feature 5

Option C

£10,000

Feature 1

Feature 2

Feature 3

Feature 4

Feature 5

Feature 6

Feature 7

Feature 8



E-COMMERCE BUSINESS

Starter System £6995

- ✓ Fully Built Website
- ✓ 1 x Product Catalogue Import
- ✓ Basic Site Branding
- ✓ Q & A Garment Decoration

Pro System £9995

- ✓ Fully Built Website
- ✓ 3 x Product Catalogue Import
- ✓ Enhanced Site Branding & Design
- ✓ Q & A Garment Decoration
- ✓ Brand Landing Pages
- ✓ Promotional Incentivisation

Enterprise System £16995

- ✓ Fully Built Website
- ✓ 5 x Product Catalogue Import
- ✓ Custom Site Branding & Design
- ✓ Q & A Garment Decoration
- ✓ Brand Landing Pages
- ✓ Promotional Incentivisation
- ✓ Google Shopping Feed
- ✓ Blog System



LOYALTY BENEFITS BUSINESS

Elite

Partner with us for a best in class approach.

From
£7,900
per month

- ✓ 5000 included member licences.
- ✓ 50 included admin licences.
- ✓ Curated Rewards & Perks catalogues.
- ✓ Member & Points management.
- ✓ Customisable content throughout the platform.
- ✓ Unlimited customisable themes to represent your company brand.
- ✓ Realtime reports & dashboard analytics.
- ✓ Reward concierge service for top earners.
- ✓ Add your own rewards.
- ✓ Global reward and local language capabilities.

[Find out more](#)

Enterprise

Fully supported, fully branded, fully customisable and advanced reporting capabilities.

From
£4,900
per month

- ✓ 2000 included member licences.
- ✓ 20 included admin licences.
- ✓ Curated Rewards & Perks catalogues.
- ✓ Member & Points management.
- ✓ Customisable content throughout the platform.
- ✓ 5 customisable themes to represent your company brand.
- ✓ Realtime reports & dashboard analytics.
- ✓ Reward concierge service for top earners.

[Find out more](#)

Premium

Fully branded and flexible module plug-ins to create your dynamic rewards programme.

From
£2,900
per month

- ✓ 1000 included member licences.
- ✓ 10 included admin licences.
- ✓ Curated Rewards & Perks catalogues.
- ✓ Member & Points management.
- ✓ Customisable content throughout the platform.
- ✓ 3 customisable themes to represent your company brand.
- ✓ Realtime reports & dashboard analytics.

[Find out more](#)

| Top features | | Elite £7,900 pcm | Enterprise £4,900 pcm | Premium £2,900 pcm |
|---|---|------------------------|-----------------------------|--------------------------|
| Included member licences | i | 5,000 | 2,000 | 1,000 |
| Admin licences | i | 50 | 20 | 10 |
| Implementation & Onboarding | i | custom | advanced | classic |
| Curated Rewards & Perks catalogues | i | ✓ | ✓ | ✓ |
| Member management | i | ✓ | ✓ | ✓ |
| Realtime reports & dashboard analytics | i | ✓ | ✓ | ✓ |
| Member support | i | ✓ | ✓ | ✓ |
| Customisable content throughout the platform | i | ✓ | ✓ | ✓ |
| Customisable themes | i | Unlimited | 5 | 3 |
| Reward Concierge Service | i | ✓ | ✓ | o |
| Add your own Rewards | i | ✓ | o | |
| Global reward fulfillment & local language capabilities | i | o | o | |



SAAS BUSINESS

| Jump to feature | Starter | Advanced | Unlimited |
|--|------------------|----------------|----------------|
| | \$20 /user /mo | \$35 /user /mo | \$55 /user /mo |
| | Free trial | Free trial | Free trial |
| Classify & Convert | | | |
| Tagging | ✓ One collection | ✓ | ✓ |
| Segmentation | — | ✓ Territories | ✓ Custom |
| Lead Matching | — | ✓ | ✓ |
| Lead Auto-Conversion & De-Dupe | — | ✓ | ✓ |
| Object Owner Sync | — | — | ✓ |
| Distribute | | | |
| Route any object, incl. custom | ✓ | ✓ | ✓ |
| Round Robin | ✓ | ✓ | ✓ |
| Load Balancing | ✓ | ✓ | ✓ |
| Weighting & Caps | ✓ | ✓ | ✓ Enhanced |
| Availability Management | ✓ | ✓ | ✓ |
| Lookup Routing | — | ✓ | ✓ |
| Tracking & SLAs | — | ✓ | ✓ |
| Manage | | | |
| Logging & Analytics | ✓ | ✓ | ✓ |
| Team Performance Reporting | — | ✓ Standard | ✓ Custom |
| User Widget | — | ✓ | ✓ |
| Dedicated Customer Success Manager | — | — | ✓ |



POWER OF CHOICE – IMPACT ON PRICING

| Scenario | One Price |
|----------------------------------|-----------|
| Prices: | £50 |
| Proportion of Sales: | 100% |
| Weighted Average Price Per Sale: | £50 |

| Two Prices | | Average Weighted Price |
|------------|-----|------------------------|
| £50 | £70 | |
| 90% | 10% | 100% |
| £45 | £7 | £52 |
| | | 4% |

| Three Prices | | | Average Weighted Price |
|--------------|-----|------|------------------------|
| £50 | £70 | £100 | |
| 60% | 30% | 10% | 100% |
| £30 | £21 | £10 | £61 |
| | | | 22% |

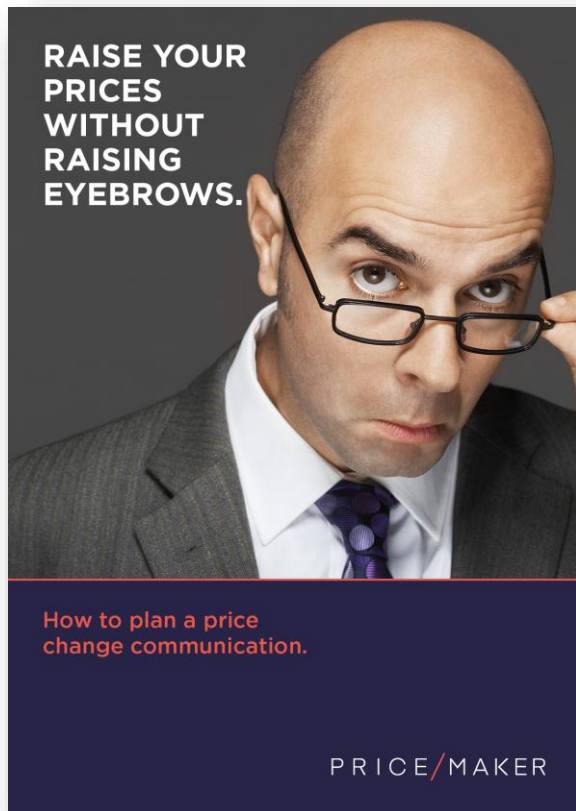


SUMMARY:

- Pricing is the most **powerful lever** you can pull to **increase revenues and profits**.
- Traditional pricing methods typically **fail to optimise** margin and customer acceptance.
- A well-designed pricing strategy can help you **get past the fear** of making price changes.
- There are a **multitude of pricing strategies** available.
- **Psychology of pricing** is very powerful and applies to both B2B and B2C markets.
- Pricing is both **an art and a science**.



How to Plan & Write a Price Change Communication




1. The **Dos and Don'ts** of Implementing Price Increases.
2. The **8 Rules** of Engagement
3. The **Format & Structure** of a Good Price Change Letter
4. **Examples** of price communication letters:
 - a) Marketing Agency
 - b) IT Services company
 - c) Manufacturing company
 - d) SaaS company
 - e) Telecoms company



CONNECT WITH ME:




PRICE/MAKER




PRICING FOR SUCCESS

THE 7-STEP PLAN FOR WINNING MORE CUSTOMERS AT BETTER PRICES

AVAILABLE NOW



Mark Peacock  (He/Him)

Helping B2B Tech, IT & Consulting firms make confident pricing decisions for scalable revenue & double-digit profit growth. ** Top 100 Global Pricing Leader 2025 **

PriceMaker Ltd • Chartered Institute of Marketing
United Kingdom

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Q & A



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STRATEGY AND BUSINESS SUCCESS ROOM 1

- STRATEGY BEST PRACTICE
- FORCES THAT SHAPE STRATEGIC DIRECTION

SALES MADE EASY ROOM 2

- BUILD AN OPTIMAL PIPELINE
- LEAD GENERATION TOOLS
- NURTURING RELATIONSHIPS

EMPLOYEE ENGAGEMENT ROOM 3

- CULTIVATE MOTIVATION AND PRODUCTIVITY
- BUILD PURPOSE AND TRUST

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