



## Understanding Pricing

Procurement has grown in prominence as its role as the champion of cost reduction has been recognized. Increasingly procurement is seeking support from the major consulting firms, all of whom have developed specific procurement products to analyse expenditure and identify the potential for cost reduction.

Negotiations with customers tend to focus on price: and not just a supplier's price but also the price as it compares to other suppliers. This makes it hard for suppliers to highlight the virtues of their product or service. Getting inside the mind of the purchaser and the client purchasing organization is key to understanding how to develop a defence against the continued attack on price.

## The programme

This one-day programme will help buyers and sellers alike understand the techniques some organisations are using to significantly reduce their costs including:

- Benchmarking
- "Best-of" target costing.
- Linear Performance Pricing
- Value Analysis
- Cost Driver Analysis

## Who should attend?

This programme provides an opportunity for participants to use worked examples to help them understand how the tools are being used and to discuss issues arising from the use of the tools.

- Purchasers wishing to gain an insight into how other sectors are dealing with the need to reduce prices.
- Suppliers wanting to understand what drives purchasing and preparing a defence against the assault on price.
- Managers involved in the supply chain or with commercial interests.

## Benefits of Attending

Following this programme, delegates will have an insight into pricing strategy by understanding:

- What drives price
- How to defend prices
- The relationship between value and price
- Analyse costs