

WHAT'S IN IT FOR ME

A More Certain and Profitable Future

There is a coming storm that has the potential to devastate the margins of service organizations that are centered by technology products.

- Product companies will face immense pricing pressure on service offerings that are required to set up and maintain a technology environment.
- As a result, these traditional service revenue streams will begin to decline.
- To offset decline in demand, service organizations will need to identify new service offerings.
- To offset pricing pressure, service organizations will need to revise service pricing models.
- As customers migrate to consumption-based pricing models for technology, they will push for “value realization” pricing mechanisms for services.

Unfortunately, the service pricing practices of companies in the technology industry are unprepared to face these realities.

The Profitable Technology Services Pricing™

Seminar can help business leaders improve their services pricing effectiveness in three ways.

- Offering Design and Pricing Strategy – How do we configure our service offerings in a way that increases willingness to pay while forcing value tradeoffs for price concessions?
- Proactive Price Management – How do we utilize controls, incentives, organizational structure and skill development to create an environment for successful price capture?
- Effective Pricing Execution – What pricing skills and tools do our sales people need to qualify the buyer, communicate value, and effectively negotiate more profitable sales?

This seminar will change your pricing belief system and provide you with frameworks and tools to solve service pricing problems and exploit new pricing opportunities, permitting you to drive more profitable growth.

“An excellent program. I am keeping the slides, recordings, and handouts for future use.”

Account Manager

WHAT YOU WILL LEARN

Profitable Technology Services Pricing™ is a seven stage system with two primary objectives

1. Defend service revenues as price pressure increases.
2. Transition to new services revenue streams that are more defensible in this rapidly changing services marketplace, enabling more profitable growth.



USA
NewLeaf Partners, Inc.
404 James Robertson Parkway
Suite 150
Nashville, Tennessee 37219
USA

Europa
NewLeaf Partners Europe GmbH
Rotdornweg 5
63303 Dreieich-Buchschlag
Deutschland

Africa
NewLeaf Partners
Africa 21A The
Crescent rd
Morningside
Sandton, 2196
Southafrica



THE SEVEN STAGES OF THE PTSP SYSTEM ARE

- 1. Pricing Objectives:** How to anticipate and plan for changes in customer and competitor behavior – and your firm’s financial performance – when planning a price move.
- 2. Offering and Pricing Design:** How to configure service offerings in a way that increases willingness to pay while forcing value tradeoffs for price concessions.
- 3. Services Pricing Strategy:** How to integrate service pricing with product pricing to increase overall profitability.
- 4. Proactive Management:** How to manage pricing day-to-day in order to effectively execute your pricing strategy.
- 5. Sales Effectiveness:** The core capabilities and tools that the sales team needs to qualify buyers, communicate value, and negotiate more profitable outcomes.
- 6. Pricing Infrastructure:** The systems support needed to effectively plan, manage, and execute better price performance.
- 7. Pricing Leadership:** The role of executives in setting the stage for more successful pricing initiatives.

WHO SHOULD ATTEND?

This Workshop is designed for service managers, product managers, marketing managers, account managers, finance managers and sales managers.

WHAT THE COURSE IS LIKE

Profitable Technology Services Pricing™ is a highly interactive, case- and tool-based seminar that will put money in your pocket. Participants routinely come away with multiple ideas for improving price performance immediately.

As one manager put it:

“I recently enrolled in a professional development course, “Profitable Technology Services Pricing.” I took away more from this 4-hour course than I did from the 3-day conference which sponsored this course!”

That’s why our book of the same name (available on Amazon) has received 20 endorsements from leading technology services executives and academic thought leaders.

Length 2 Days or 6 Weeks; 1 session per week; 2 hrs. per session	Format Instructor-Led (In Person or WebEx Sessions)	Language NewLeaf can accommodate multiple languages
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WHY NEWLEAF IS THE RIGHT CHOICE

For over 15 years, NewLeaf has helped Account Managers to think and strategize in a different way, understand how the connected world is changing, and leverage that knowledge to stay ahead of the technology curve. With a flexible, customized, innovative approach to training, you will learn vital new skills based on current research from industry thought leaders, theory supported by market analytics, and experiential learning facilitated by experts who have both management experience, as well as hands on field sales experience.