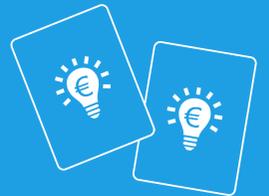


PRICING CARDS



How to use
Example

Pricing Cards

Pricing Cards provide inspiration on how to price products or services. The price is an important influence on a customer's buying behavior. A customer can decide not to purchase your product solely based on the price. Setting the right price is crucial for the success of your offering. The Pricing Cards show existing pricing strategies that are successfully used by others. Using the Pricing Cards can inspire you to think of new ways for setting the price and earning revenue.

Tips for use

The Pricing Cards can be used individually but are most effective if used by a group of people. The cards will stimulate and provoke discussion about pricing options.

Use the Pricing Cards to brainstorm about your pricing options. Have a look at the example for ice cream parlour Da Nino, to get inspired and learn about the practical application of the cards.

How to use

There are various factors that influence the height of the price, think of competitors or the willingness to pay of customers. Pricing Cards show which considerations there are for pricing your products or services. The Pricing Cards are a set of 21 cards. On each card a pricing strategy is explained on the front and an example is included on the back of the card. Requirements are

included to illustrate if the pricing strategy can be a good option for your business.

To stimulate the use of these cards in a creative and playful manner we present two ways of using the cards: 'Piles' and 'Clusters'. But of course, you can use the cards anyway you like.

Piles

An existing business or a idea should be used as starting point. Ask one of the attendees to explain or visualise the selected business or idea. Next go through each card and place them on either the 'Yes' or the 'No' pile. A pricing strategy can either be relevant for your business ('Yes'), or not ('No'). Discuss all the cards that are in the 'yes' pile that might be interesting in the search for a new pricing option for your business.

Clusters

The Pricing Cards can also be used in an open discussion. Select 3 to 5 pricing cards from the deck that seem most interesting for your business. Put them on a board or large piece of paper with enough space around. Write ideas, conditions, definitions, etc. on sticky notes. Put these sticky notes around the cards to get clusters. In this way you can actively brainstorm about the selected cards and their potential for your business.

Example

industry	Catering
products & services	Ice cream and drinks
size of business	6 employees
revenue	€ 180,000
location	Lucca, Italië



Da Nino is a renowned downtown Italian ice parlour. While he has a good reputation, he is not the only parlour in town and his sales last summer have been slightly lower than normal.

Da Nino's pricing cards

During wintertime, Da Nino's owner sits down to rethink his pricing strategy and uses the pricing strategy cards to be inspired and come up with new ideas. He creates a 'Yes' and 'No' pile. For each pricing strategy on the 'Yes' pile he writes down how the strategy may help him.

Dynamic pricing - On bad weather days Da Nino could lower his prices to seduce customers to buy ice cream.

Cost-plus pricing - This is the approach Da Nino currently uses. An updated cost analysis may be useful to improve current pricing.

Decoy pricing - Da Nino currently sells small and large cones with ice. Introducing a medium version may make the large cone a better deal.

Premium pricing - Da Nino's prides himself with premium ice making skills offering flavours nobody else has. These 'premium' flavours could be sold for premium prices.

Bundle pricing - Rather than just selling single cones and cups with ice cream, Da Nino may sell 'family bundles' consisting of a number of cones for a reduced price.