

# Strategic Pricing Development



Strategic Pricing Development from The McKinney Group, LLC provides you a model that sets pricing to maximize total net profits. We go beyond mere rules of thumb to provide you complete Strategic Pricing solutions that include:

## **Differentiated-Value Pricing**

- Setting base prices based upon the value of your offerings rather than their costs. Differentiated-Value Pricing is a proprietary process of The McKinney Group, LLC

## **Segmentation**

- Construction of price fences so you can serve a wide spectrum of the market without sacrificing market share or profit

## **Discounting**

- Defined discounting policies that maximize total net profit without undermining your brand

## **Price Signaling**

- How to support your product positioning using the psychology of pricing

[www.McKinneyStrategicManagement.com](http://www.McKinneyStrategicManagement.com)