

Pricing Hierarchy Model™



- Tool for structuring complicated pricing problems
 - ▶ Problems with many moving parts
 - ▶ Multiple company objectives for pricing
 - ❖ Quantitative (e.g., non-financial goals) and qualitative (e.g., financial goals) aspects
- Performed in a group setting
 - ▶ Cross-functional team
 - ▶ Identifies and resolves differences of opinion
 - ▶ Takes advantage of everyone's knowledge and perspective
- Process is informative for participants

Sample Structure

