



- 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

