

LEICESTER (EAST MIDLANDS) WEBINAR EVENT

# How to Price your Platypus

THURSDAY 20 May | 10.30AM – 12.00PM

WITH GUEST SPEAKER  
**David Abbott**

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## Simple Ways to Increase Your Prices

Pricing creates business opportunities but only the best companies will take advantage of them and truly thrive. There is often a misconception that marketing is just about communication... it is not! Fundamentally, effective marketing is about getting your business strategy right. This is more crucial than ever before. David will introduce you to a range of ideas on pricing decisions, and you will come away with action plans to increase your prices which can be implemented quickly and easily, and with almost no cost.

### After listening to David you will know:

- How customers make decisions about pricing
- One simple thing that will increase your average order value
- How to differentiate your business from your competition, so your customers no longer compare prices
- An easy change to your price that costs nothing and improves your negotiating position
- Why you might want to call your product The Super 2400
- How a zero can boost your sales



### David Abbott

David is an international speaker, helping audiences to discover simple ways to improve their pricing. After studying Engineering Science and Economics at Oxford he worked in marketing and business management. He ran a £56m mail order company where pricing is crucial, and has held senior marketing roles in a wide variety of industries.

He applies psychology research into consumer behaviour to business and marketing. He illustrates everything with real examples of marketing in action.

### Why a Platypus?

Imagine you have been given a challenge. You have real 2-year-old male platypus, and you have to sell it for the highest price you can. Where do you start?

You can try Google, but you're out of luck. No one else sells a Platypus, so you can't just copy their price. Most businesses have a platypus or two. A product or service that you know ought to command a higher price but you just don't know how to get it; or you feel you are under price pressure which you're not sure how to resist.

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