

Product Value Fences

- **Product Line Pricing**

- Hi, Med, Low
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- **Peak Load Pricing**

- Peak, Off-peak
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- **Priority Pricing**

- Hi vs Low priority access
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- **Two-Part Pricing & Metering**

- Initial fee + usage value
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- **Bundling**

- Bundle hi + low value products
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- **Tie-ins**

- Asset + usage intensity
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Transaction Cost Fences

- **Quantity Discounts**

- Annual, order, step

- **Willing-To-Earn Discounts**

- Coupons, rebates, bonus sizes

- **Location of Purchase**

- More/less convenient locations

- **Buyer Identification Discounts**

- Non-profit, age, occupation, etc.

- **Cost-To-Serve Fees/Surcharges**

- Hi, Low Cost-to-serve

- **Time of Purchase**

- More/less desirable or flexible times
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