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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Pricing Strategy | | | | | |
| **TSC Description** | Develop an effective and agile pricing strategy for IT products and services based on a range of internal and external factors | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-SNM-3009-1.1** | **ICT-SNM-4009-1.1** | **ICT-SNM-5009-1.1** |  |
|  |  | Analyse trends to assess impact of internal and external factors on pricing and the effectiveness of pricing policies against competitors | Recommend optimal pricing levels for different customer segments and adapt pricing plans based on analysis of both internal and external factors | Determine an appropriate pricing strategy for different products, services and customer segments, and establish mechanisms to allow for pricing agility |  |
| **Knowledge** |  |  | * Basics of pricing principles * Breakeven analysis * Internal and external factors that affect pricing * Different customer segments * Organisation protocol in handling different kinds of customer accounts * Indicators of optimal pricing | * Organisation's business model and consumption model * Various pricing policies and strategies, and their pros and cons * Relationship between internal and external factors and price * Differences in pricing plans and strategies vis-a-vis different customer segments * Mechanisms and systems that enable pricing agility * Impact analysis of pricing adjustments * Methods to measure effectiveness of pricing strategy | * Wider developments and trends impacting pricing * Industry best practices in pricing strategies * Principles of agile pricing strategies * Impact of varied customer segments on pricing plans * Methods to maximise agility and flexibility of pricing * Short-term and long-term impact of adopting different pricing strategies * Organisational implications of various pricing strategies and adjustments |  |
| **Abilities** |  |  | * Monitor statistics on sales contribution margins, consumer demand, product performance * Keep up to date with trends such as buyer patterns and competitors' offerings * Track pricing levels and tactics employed by competitors * Analyse information collated to assess impact of internal and external factors on pricing * Implement pricing strategy in a differentiated manner for different customer segments * Track effectiveness of pricing policies | * Recommend optimal pricing levels for products or services based on analysis of both internal and external factors * Identify different customer segments that may necessitate different pricing plans * Implement mechanisms to enable pricing agility and adaptability to competitor or consumer patterns * Adapt pricing plans taking into consiideration customer buying patterns, competitor offerings and product performance * Develop monitoring processes and systems to assess effectiveness of pricing policies * Evaluate the effectiveness of agreed pricing policies in line with key success indicators * Analyse past sales performance to support development of an appropriate pricing strategy * Articulate impact of pricing strategy changes on existing agreements | * Determine an appropriate pricing strategy for product and services * Establish processes to adapt pricing strategies in a quick and agile manner * Determine need for and endorse pricing adjustments in view of market circumstances and industry pricing trends * Direct different pricing strategies and plans for different customer segments * Establish key business success measures for evaluating effectiveness of pricing strategies |  |
| **Range of Application** |  | | | | | |