

Sixth edition



THE STRATEGY AND TACTICS OF PRICING

A Guide to Growing More Profitably



Thomas T. Nagle and Georg Müller

FOR SALE IN THE PHILIPPINES ONLY



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A GUIDE TO GROWING
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Thomas T. Nagle

Georg Müller

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CONTENTS

Preface xiii

Acknowledgments xv

List of In-Line Boxes xvii

List of Exhibits xix

- Chapter 1** Strategic Pricing 1
Coordinating the Drivers of Profitability
- Chapter 2** Economic Value 26
The Guiding Force of Pricing Strategy
- Chapter 3** Price and Value Communication 56
Strategies to Influence Willingness-to-Pay
- Chapter 4** Price Structure 76
Tactics for Pricing Differently Across Customer Segments
- Chapter 5** Pricing Policy 106
Influencing Customer Expectations and Purchase Behaviors
- Chapter 6** Price Level 133
Setting Prices that Capture a Share of the Value Created
- Chapter 7** Price Competition 152
Managing Conflict Thoughtfully
- Chapter 8** Measurement of Price Sensitivity 173
Research Techniques to Supplement Judgment
- Chapter 9** Financial Analysis 207
Analyzing Costs and Profits for Pricing
- Chapter 10** Specialized Strategies 240
Adapting Pricing to Accommodate Common Challenges
- Chapter 11** Creating Strategic Pricing Capability 262
Assembling Talent, Processes, and Data to Build Competitive Advantage
- Chapter 12** Ethics and the Law 293
Understanding the Constraints on Pricing

Index 317

DETAILED TABLE OF CONTENTS

Chapter 1 Strategic Pricing 1

- Coordinating the Drivers of Profitability*
- Leveraging Profit into Sustainable Growth 2
- Cost-Plus Pricing 4
- Customer-Driven Pricing 5
- Share-Driven Pricing 6
- The Role of "Optimizing" in Strategic Pricing 7
- What Is Strategic Pricing? 9
- Value Creation 12
- Value Communication 15
- Price Structure 17
- Pricing Policy 18
- Price Setting 19
- Price Competition 20
- Creating a Strategic Pricing Capability 21
- Summary 23 • Notes 23*

Chapter 2 Economic Value 26

- The Guiding Force of Pricing Strategy*
- The Role of Value in Pricing 27
- How to Estimate Economic Value 30
 - Competitive Reference Prices 31
 - Estimating Monetary Value 33
 - Monetary Value Estimation: An Illustration 36
 - Estimating Psychological Value 41
 - Psychological Value Estimation: An Illustration 42
 - The High Cost of Shortcuts 45
- Value-Based Market Segmentation 47
 - Step 1: Determine Basic Segmentation Criteria 49
 - Step 2: Identify Discriminating Value Drivers 50
 - Step 3: Determine Your Operational Constraints and Advantages 50
 - Step 4: Create Primary and Secondary Segments 50
 - Step 5: Create Detailed Segment Descriptions 53
 - Step 6: Develop Segment Metrics and Fences 53
 - Summary 54 • Notes 54*

Chapter 3 Price and Value Communication 56

Strategies to Influence Willingness-to-Pay

Value Communication 58

Adapting the Message for Product Characteristics 58

Low-Involvement, Psychological Benefits 60

Low-Involvement, Economic Benefits 60

High Involvement, Psychological Benefits 61

High Involvement, Economic Benefits 61

Strategies for Conveying Value 62

Competitive-Reference Effect 65

Switching-Cost Effect 66

Difficult-Comparison Effect 66

End-Benefit Effect 67

Price-Quality Effect 68

Expenditure Effect 70

Shared-Cost Effect 70

Transaction Value Effect 71

Fairness Effect 72

Multiple Participants in the Buying Process 73

Summary 74 • Notes 75

Chapter 4 Price Structure 76

Tactics for Pricing Differently Across

Customer Segments

Challenges That Can Undermine Segmented
Pricing 79

Offer Configurations 80

Optimizing the Structure of Offer Bundles 81

Designing Segment-Specific Bundles 83

Unbundling Strategically 84

Price Metrics 85

Creating Good Price Metrics 86

Performance-Based Metrics 89

Tie-Ins as Metrics 92

Price Fences 95

Buyer Identification Fences 95

Purchase Location Fences 97

Time-of-Purchase Fences 98

Purchase Quantity Fences 99

Peak Pricing and Yield Management 101

Summary 104 • Notes 104

Chapter 5 Pricing Policy 106*Influencing Customer Expectations and Purchase Behaviors*

- Pricing Policies and Price Expectations 107
- The Emergence of Strategic Sourcing 108
- Policies for Price Negotiation 110
- Policies for Responding to Price Objections 114
 - The Problem with Reactive, Ad Hoc Price Negotiation 114
 - The Benefits of Proactive, Policy-Based Price Negotiation 116
 - Policies for Different Buyer Types 118
 - Policies for Dealing with Power Buyers 123
- Policies for Successfully Managing Price Increases 125
 - Policies for Leading an Industry-Wide Increase 126
 - Policies for Transitioning from Flexible to Policy-Based Pricing 127
- Policies for Pricing in an Economic Downturn 128
- Policies for Promotional Pricing 130
- Summary 131 • Notes 131

Chapter 6 Price Level 133*Setting Prices that Capture a Share of the Value Created*

- The Price-Setting Process 134
 - Step 1: Define the Viable Price Range 135
 - Step 2: Make Strategic Choices 137
 - Step 3: Assess Breakeven Sales Changes 142
 - Step 4: Gauge Price Elasticity 145
 - Step 5: Account for Psychological Factors 147
- Communicating New Prices to the Market 149
- Summary 151 • Notes 151

Chapter 7 Price Competition 152*Managing Conflict Thoughtfully*

- Understanding the Pricing Game 153
- Competing to Grow Profitably 154
- Reacting to Competition: Think Before You Act 159
- Managing Competitive Information 165
- Collect and Evaluate Competitive Information 166
 - Selectively Communicate Information 168
- When Should You Compete on Price? 170
- Summary 171 • Notes 172

Chapter 8 Measurement of Price Sensitivity 173

Research Techniques to Supplement Judgment

Types of Measurement Procedures 174

Uncontrolled Studies of Actual Purchases 175

Historical Sales Data 175

Panel Data 176

Store-Level Transaction Data 178

Analyzing Historical Data 179

Experimentally Controlled Studies of Actual Purchases 181

In-Store Purchase Experiments 181

Laboratory Purchase Experiments 182

Uncontrolled Studies of Preferences and Intentions 185

Direct Questioning 186

Buy-Response Surveys 186

Attribute Rating 186

In-Depth Interviews 189

Experimentally Controlled Studies of Preferences and Intentions 191

Simulated Purchase Experiments 191

Trade-Off (Conjoint) Analysis 192

Using Measurement Techniques Appropriately 197

Using Judgment for Better Measurement 198

Using Online and Mobile Techniques 200

Outside Sources of Data 200

Selecting the Appropriate Measurement Technique 201

Summary 202 • Notes 204

Chapter 9 Financial Analysis 207

Analyzing Costs and Profits for Pricing

Evaluating the Financial Implications of Price Alternatives 207

Why Incremental Costs? 208

Why Focus on Avoidable Costs? 212

Understanding the Financial Implications of Alternative Price Levels 213

Evaluating the Potential Profitability of a Price Change 214

Breakeven Sales Incorporating a Change in Variable Costs 218

Breakeven Sales Analysis for Reactive Pricing 219

Mapping a Range of Potential Financial Outcomes 221

Breakeven Sales Curves 223

Watching Your Baseline	227
Covering Non-Incremental Fixed and Sunk Costs	228
<i>Summary</i>	229
<i>Notes</i>	229
Appendix 9A	231
Case study	
Appendix 9B	238
Derivation of the Breakeven Formula	

Chapter 10 Specialized Strategies 240

<i>Adapting Pricing to Accommodate Common Challenges</i>	
Adapting Pricing Strategy over Category Life Cycle	240
Pricing an Innovation	241
Price Reductions in Growth	244
Pricing the Established Product in Maturity	245
Managing Export Prices in Foreign Currencies	248
Foreign Market Sales Strategy	248
Competitive Impact of Exchange Rate Shifts	250
Four Generic Strategies for Managing Exchange Rate Price Adjustments	250
Managing Pricing When Markets Slump	253
Creating Economically Efficient Transfer Prices	255
<i>Summary</i>	259
<i>Notes</i>	260

Chapter 11 Creating Strategic Pricing Capability 262

<i>Assembling Talent, Processes, and Data to Build Competitive Advantage</i>	
Essential Elements of the Pricing Organization	268
Creating Alignment on Pricing Objectives	270
Matching the Extent of Pricing Centralization with Organizational Needs	271
Decision Rights Specify Pricing Roles and Responsibilities	273
Pricing Processes to Ensure Successful Strategy Implementation	274
Performance Measures and Incentives: Aligning Sales Incentives with Strategy	276
Systems to Support the Pricing Function	279
Data Needed to Inform the Pricing Function	279
Common Protocols for Creating Relevant Insights	279
Customer Analytics to Guide Management Choices	280
Analysis of Win-Loss Data	280

Customer Profitability and Cost to Serve	281
Process Management Analytics	283
Price Bands	283
Price Waterfalls	284
Pricing Systems	286
Managing the Organizational Change Process	288
Senior Management Leadership	289
Demonstration Projects	289
Summary	290 • Notes 291
Chapter 12 Ethics and the Law	293
<i>Understanding the Constraints on Pricing</i>	
Ethical Constraints on Pricing	293
The Legal Framework for Pricing	296
The Effect of Sarbanes-Oxley on Pricing Practices	297
Price Fixing or Price Encouragement	298
Horizontal Price Fixing	299
Resale Price Fixing or Encouragement	299
Vertical Price Fixing	299
Direct Dealing Programs	301
Resale Price Encouragement	301
Price and Promotional Discrimination	302
Price Discrimination	303
Defenses to Price Discrimination	304
Promotional Discrimination	305
Competitive Injury, Defenses, and Indirect Purchasers	306
Using Non-Price Variables to Support Pricing Goals	306
Vertical Non-Price Restrictions	306
Non-Price Incentives	308
Other Pricing Issues	308
Predatory Pricing	308
Price Signaling	309
Summary	309 • Notes 310

"The principles of business profitability stressed in *The Strategy and Tactics of Pricing* make it an absolute must-read for all business professionals who care about creating value and profitability for their organization. I have personally practiced the knowledge gained from *The Strategy and Tactics of Pricing*, operating in hyper-competitive business environments, with great success."

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— **Kevin Mitchell**, President of The Professional Pricing Society, Inc., USA

"The best pricing book on the planet! The go-to resource for pricing success—powerful, practical, and profitable!"

— **Mark Bergen**, James D. Watkins Chair in Marketing, Carlson School of Management, University of Minnesota, USA

The Strategy and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves.

This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure to the topics. Readers will also benefit from:

- Major revisions to almost half of the chapters, including an expanded discussion of big data analytics and a revised chapter on "Specialized Strategies," which addresses timely technical issues like foreign exchange risks, reactions to market slumps, and managing transfer prices between independent profit centers.
- A completely rewritten chapter on "Creating a Strategic Pricing Capability," which shows readers how to implement the principles of value-based, strategic pricing successfully in their organizations.
- In-chapter textboxes, updated to provide walk-through examples of current pricing challenges, revenue models enabled by an increasingly digital economy, and advances in buyer decision-making, explained through classic principles that still apply today.
- Chapter summaries and visual aids, which help readers grasp the theoretical frameworks and actionable principles of pricing analysis.

This comprehensive, managerially-focused text is a must-read for students and professionals with an interest in strategic marketing and pricing. A companion website features PowerPoint slides with instructor notes, discussion questions, and exercises, as well as suggested readings and cases with separate teaching notes for instructors.

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