



# Allied Executives Event

## Pricing as a Marketing Tool

*Experience the Feeling of True Pricing Power*



In this highly interactive presentation, Casey Brown launches participants onto a path to improve pricing, dramatically increase profits, and grow sales. She delivers impactful content in an interactive and entertaining format, using real-world stories and relevant exercises. Key topics include:

**SPEAKER**

Casey Brown  
President  
BOOST



• **Power of Pricing & Discounting:**

*Pricing has a dramatic effect on profitability. Discounting is the enemy of profitability, often used unnecessarily out of phantom fears of sales volume loss. Reducing unnecessary discounting can drive double digit profit growth. Real-world examples illustrate the power of price to lift margins.*

• **Price Sensitivity & Segmentation:**

*Not every customer and product or service is equally price sensitive. Leveraging variable sensitivity allows businesses to increase pricing in targeted areas for improved profit without volume loss. Even in highly competitive industries, there are pockets of unexercised pricing power.*

• **Value-Based Pricing:**

*Here's a counter-intuitive truth: sellers are more focused on price than buyers. Relentless focus on understanding and communicating value allow businesses to increase pricing and grow sales.*

Participants will clearly understand how to improve pricing without volume loss. Audience members walk away with practical, ready-to-implement steps to take in their own companies to drive profitability through better pricing.

**WHO**

This event is for CEOs and Business Owners

**WHEN**

Thursday, May 23rd, 2019  
From 1:30 p.m. - 6:00 p.m.  
1:30 - 2:00 p.m. Registration & Exhibiting  
2:00 - 4:00 p.m. Presentation and Q&A  
4:00 - 6:00 p.m. Complimentary Hors d' oeuvres  
Networking & Happy Hour Social

**WHERE**

Sheraton Minneapolis West Hotel  
12201 Ridgedale Drive  
Minnetonka, MN 55305

**REGISTRATION**

Advance registration online by invitation only  
Allied Executives Members - FREE

**PARTNERS**

**Annual Platinum:**

Marsh & McLennan Agency

Wipfli LLP

**Annual Gold:** Profit Builder Network

**Event Bronze:** ACG Minnesota Boyum Barencheer Fidelity Bank North Central University  
SUCCESS Computer Consulting