

FINANCIAL SERVICES

- Strategic and Tactical Pricing of Financial Service Products

This one day course is tailored specifically to financial services and covers the key principles and latest thinking around strategic and tactical pricing. This interactive course includes group workshops and case studies to enable delegates to apply the learning's in realistic scenarios and share ideas and experiences.

This two-day course aims to broaden and build knowledge and skills in:

- Understanding the different approaches to pricing financial services products and the fit within the product lifecycle
- How to effectively communicate pricing changes
- The impact of cross subsidisation/cross sales on pricing of the core product

Who Will Benefit?

This course is particularly useful for:

- Senior product managers
- Product development personnel
- Senior Marketing managers
- Product Pricing Managers
- Strategy personnel
- Heads of marketing
- Distribution personnel
- Portfolio managers
- Heads of business units

This training course may contribute to your CPD (Continuing Professional Development) requirements.

What makes this program unique?

Uniquely the course is delivered jointly by John Clark one of the leading consultants in this area and Dr Bruce Perrott Professor of Marketing at UTS and expert in marketing strategy and product development. It combines theoretical models with the hands on experience and realities of managing and developing financial services products in today's environment.

Program

Effective Pricing strategy

- Creating a winning pricing strategy
- The Life Cycle of Pricing
- The impact of brand on the price positioning
- The benefit of segmented, targeted and positioned offer
- The psychological aspects of pricing
- Traditional approaches to pricing

Expanding the range of pricing capabilities

- Use of cross sale products to fund core product price
- How upsell can improve yields
- Emarketing and the implications for financial services pricing
- New media and trends

Pricing changes

- Pricing elasticity - increasing price while keeping customers
- The challenges of undertaking market research on price
- How to effectively communicate the value proposition
- The role of communication (internal and external) in the effective management of a price increase

Case study 1: Goldfish Credit card Payment protection price increase

Group discussion:

Delegates are to share their experiences of pricing in their organisations. Include the impact of product revenues heavily reliant on cross subsidisation. How price changes are controlled, what learnings are there from pricing changes?

Course Details
2012 Dates
Duration 1 day (9am-5pm)
Price \$1,320 (incl GST) \$1200.00+\$120.00 GST)
Discounts 10% - UTS staff & students 15% - 3+ enrolments
Presenter Dr. Bruce Perrott John Clark
Location City/Haymarket Campus
Max. Enrolments 30
Entry Requirements None
Further Information Tel: 02 9514 3504 Email: executive.development @uts.edu.au

UTS:SHORT COURSES

www.business.uts.edu.au/edu

About the presenter

Dr Bruce Perrott *BCom(Econ), MBA, PhD*

Dr Perrott is interested in how business and marketing strategies are formulated, formalised and managed through to the implementation phase. This interest is pursued through a broad range of activities including; the management of strategic projects; advice and consultation to senior management on strategic direction, methodology and process; setting strategies for profitable growth; education and management development on all aspects of strategic management and marketing.

John Clark

John has over 20 years experience in financial services and as a marketing and product strategy consultant he has advised many of the leading financial service organisations including Barclays, LloydsTSB and the Royal Bank of Scotland. He has also headed up marketing functions within NatWest, Goldfish and Lloyds TSB and his extensive retail banking experience covers the breath of transaction accounts, loans, savings, credit cards and insurances.

John is also a course director with Euromoney training and delivers specialised product and marketing training courses across Europe, Africa, the Middle East and Asia.

John likes to take the theories behind product management and development and apply an element of pragmatism based on firsthand experience. He also likes to look outside of financial services when using practical case study examples. This outward looking approach helps to generate thought provoking ideas and discussion from the delegates to help transform their business and give them the cutting edge in the work place

UTS Financial Services Marketing & Sales - Masterclasses



Further Information

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