



David Abbott

How to Price Your Platypus

"OMG! I'm going to walk away from here and apply what he's taught me today! Immediately! I wish I had seen him a few years ago because I would probably have made a lot more money than I have done. Listen to David Abbott, he's genius."

Richard McCann, Director, iCan Events

Simple Ways to Increase Your Prices

You've developed a new product or service and there's just one thing left to do - price it. What number will you choose? You don't want to look too cheap, nor do you want to price yourself out of the market...

If you've ever struggled with knowing what to charge, then it's time to get to grips with the science and psychology of pricing.

David will introduce you to a range of ideas on pricing decisions, and you will come away with action plans to increase your prices which can be implemented quickly and easily, and with almost no cost.

Who should listen to David? CEOs, MDs, Business Owners, Marketing Directors & their teams, and Sales Directors & their teams



What You Will Learn



After listening to David you will know:

- £ How customers make decisions about pricing
- £ One simple thing that will increase your average order value
- £ How to differentiate your business from your competition, so your customers no longer compare prices
- £ An easy change to your price that costs nothing and improves your negotiating position
- £ Why you might want to call your product The Super 2400
- £ How a zero can boost your sales



Why a Platypus

Imagine you have been given a challenge. You have a real 2-year-old male platypus, and you have to sell it for the highest price you can. Where do you start?

You can try Google, but you're out of luck. No one else sells a Platypus, so you can't just copy their price.

Most businesses have a platypus or two. A product or service that you know ought to command a higher price but you just don't know how to get it; or you feel you are under price pressure which you're not sure how to resist.

"David delivered an original and thoroughly researched talk, packed with excellent examples, with real energy and expertise."

Tim Anderson, CEO Group Chair

"David gave me a strategy to make money for my business"

Peter Griffiths, Marketing Economist

Give your audiences a competitive edge with their pricing:

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About David

David is an international speaker, helping audiences to discover simple ways to improve their pricing.

After studying Engineering Science and Economics at Oxford he worked in marketing and business management. He ran a £56m mail order company where pricing is crucial, and has held senior marketing roles in a wide variety of industries.

He applies psychology research into consumer behaviour to business and marketing. He illustrates everything with real examples of marketing in action.

"David's session was a real eye opener in how pricing is perceived in both the mind of the customer and the supplier. I would recommend it to anyone who is grappling with the issues of how to price their products or services! Thought provoking and engaging!"

Ian Kirk, Owner, Opportunity Marketing

"Thoroughly interesting, thought-provoking content with fascinating examples and an engaging pace. One of the most useful presentations I've ever had the pleasure to experience. Will book again."

Chris Bulmer, Group IT Director, Regatta & Craghoppers

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