

Name:

Date:

Class:

## Pricing Techniques

### Skill:

- Application (AP)

### Time on Task:

- 20–25 minutes

### Goal/Purpose:

- The goal of this activity is to identify the pricing techniques you would implement in your company.

*The last step in pricing products is to select the techniques that work best for the good or service. There are multiple pricing techniques that adjust the selling price to help generate additional sales. Answer the following prompts regarding pricing techniques you will use for your business. Examples include psychological pricing, product line pricing, dynamic pricing, freemium pricing, and discount pricing. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.*

1. Identify the pricing techniques you will use for your business and explain why you have chosen that form of pricing.

Answer:

2. Which pricing techniques would you *not* want to use and why?

Answer: