

5th Annual

REVENUE
MANAGEMENT
AND
PRICE
OPTIMIZATION
Conference

Oct. 6–7 | Atlanta | www.revenuemanagementconference.com

REBOUND! PLAY FOR POSITION.

Key Takeaways from 2008 Conference: Stay Ahead of the Curve

Unprecedented Economic Environment Has Companies Scrambling

- ✓ Beware of a false sense of activity.
- ✓ Focus is like money; it's a scarce resource.
- ✓ Focus on what you can control.

Maintain a Profitable Price Trajectory

- ✓ Don't lead the way down in price.
- ✓ Pricing is completely transparent; price advantages evaporate instantly.
- ✓ Dropping list price has negative long-term consequences; today's panicked price is tomorrow's reference price.

All Customers Are Not Created Equal

- ✓ Any business is not good business.
- ✓ 100% sales conversion is a dangerous target.
- ✓ Proactively identify the business worth winning; know in advance when to walk.

Protect Your Revenue Streams

- ✓ Price segmentation is one of the few growth opportunities in this environment.
- ✓ Mistakes in a downturn are more costly than in a rising tide.
- ✓ Resist temptation to widespread discounting—target promotions only to price-responsive segments.
- ✓ Discounting is like a sugar addiction; it requires successively larger doses.

Position Yourself for Future Growth

- ✓ Market volatility and uncertainty is a certainty.
- ✓ Experience and intuition become less relevant.
- ✓ Predictive analytics, measurement, and tracking are more important than ever.
- ✓ The companies that invested in these capabilities during the downturn after 9/11 successfully navigated the turmoil and recovered the quickest.

MARK YOUR CALENDAR!

The 2009 Revenue Management and Price Optimization Conference will be held Oct. 6–7 in Atlanta.
Visit www.revenuemanagementconference.com for more information.

CONFERENCE HOSTS:

