

PIDA EDUCATIONAL SERIES PRESENTS

PRICING FOR PROFIT—A One-Day Seminar for Pet Product Distributors

Presented by Dr. Al Bates, Profit Planning Group

May 10-11, 2010

**Hyatt Regency DFW Airport
Dallas, Texas**

LOCATION DETAILS

The Hyatt Regency DFW Airport Hotel is conveniently located adjacent to Terminal C inside the Dallas/Ft. Worth International Airport. We have arranged a special guest room rate of \$129 per night, single or double occupancy.

For most distribution firms, establishing appropriate pricing levels is the most challenging decision that must be made. Seemingly, prices are always under attack by competitors. If prices are too high sales disappear. Ultimately, customers disappear. At the same time, price increases drive profits to the bottom line quicker than any other management action.

Recent economic challenges have made pricing even more important. The sad reality, though, is that some firms have gone into “panic mode” with regard to pricing. The result has been a sharp decline in profit beyond the decrease precipitated by sales sluggishness.

To regenerate margin and profit performance, firms need to rethink their pricing from both a financial and psychological perspective. That is the goal of the **Pricing for Profit** educational session.

The session will focus on three key areas—

- developing a company-wide pricing perspective,
- assisting the sales person in the front-line battle with regard to pricing, and
- developing meaningful ways to base pricing decisions on cost to serve different customers.

Each of these three points will be addressed with specific actions for full pricing success.

For most firms, there is a potential to increase gross margin by 1.5 percentage points. For a typical distribution organization, this increase will more than offset a 10% decline in sales. It will also assure the firm’s success well into the future.

Who should attend?

Anybody who influences pricing actions or who has responsibility for overall profits. The entire theme is that control of pricing can overcome a lot of other sins. It is essential for that message to be understood throughout the management team. It is also essential for everybody to understand the exact nature of the actions that will drive higher margins.

Schedule of Events

Monday, May 10

7:00-9:00pm Networking
Reception &
Dinner

Tuesday, May 11

8:00 - 8:30am Buffet Breakfast

8:30am - 2:00pm Pricing for Profit
Seminar

12:00 - 1:00pm Working Lunch

2:00pm Departures



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About Dr. Al Bates, Profit Planning Group

Dr. Albert D. Bates is founder and Chairman of the Profit Planning Group, a research and executive education firm headquartered in Boulder, Colorado. The firm works exclusively in the area of corporate financial planning.

He makes approximately 100 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit. He also provides strategic direction for the firm’s investigation into profitability research for over seventy different trade associations.

He has written extensively in both the professional and trade press, including the Harvard Business Review, the California Management Review and Business Horizons. In addition he writes the quarterly Profit Improvement Reports for the firm’s trade association clients, including PIDA.

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REGISTRATION FORM

Registration Fee

Your \$250 registration fee includes the networking reception and dinner on Monday evening and breakfast, lunch and breaks on Tuesday along with seminar participation and handouts. *(photocopy form for additional registrants)*

Registrant 1 Name _____ Title _____ email (to send confirmation) _____

Registrant 2 Name _____ Title _____ email (to send confirmation) _____

Person completing this form _____

ACCOMMODATIONS

PIDA has arranged a special room rate of \$129 per night, single or double occupancy, at the Hyatt Regency DFW Airport Hotel. PIDA will make reservations for attendees; however, you will be responsible for payment when you check in. *By completing this information, you agree to have PIDA make a reservation in your name. Failure to notify PIDA of changes or cancellations to your registration will result in payment of one night's hotel room fee (\$129+ tax).*

Indicate the number of rooms needed and arrival and departure dates.

Hotel Arrival Date: _____

Departure Date: _____

Total rooms needed: _____

Check if room not needed: _____

Total Due: _____ (Payment in full must accompany this form)

PAYMENT INFORMATION: Credit Card required to secure hotel reservation. Please print or type.

VISA

Mastercard

Amex

Card Number: _____ Exp Date: ____ / ____

Cardholder Name: _____ Signature: _____

Cardholder Address: _____ Phone: _____