

A graphic with the word "Pricing" in a stylized, blue, serif font. The letter "P" is large and partially overlaps the word. The background is a light, textured surface.

Global spare parts pricing

...increase sales and profits with market-oriented prices

Competitive spare parts prices are a key success factor for a profitable service business. Global spare parts pirates and direct sellers, that offer their products 30-50% cheaper than the original manufacturers, increase the worldwide competition for spare parts. Thanks to the internet customers can easily compare prices for standard purchasing parts on global online platforms. This is why many companies put their historically grown spare parts prices to the test.

Contents:

- Analysis and evaluation of the current spare parts calculation
- Set-up of a competition and value-oriented pricing structure
- Development of differentiated spare parts classes and mark-up factors
- Introduction of performance-oriented discounts for distributors and dealers
- Successful communication & marketing of new prices for maximum market acceptance
- Increase in spare parts sales and profits due to new prices by approx. 10%
- 10 *IMPULS* steps to optimise and successfully launch an excellent parts pricing strategy

Your benefits:

In the seminar you will learn, how to...

- optimise your spare parts prices in 10 steps
- increase your spare parts sales with a differentiated price calculation
- increase profits even for highly competitive spare parts
- communicate the new spare parts prices to customers and distribution partners

Target group:

Service managers, customer support managers, managers and employees in the spare parts department

IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 350 successful after sales service projects and several thousand training participants.