

# Sans Prix Pty Ltd



**Our Capabilities**

# About: Sans Prix

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***“...if you have to have a prayer session before raising prices...then you’ve got a terrible business”***

Warren Buffet, Financial Crisis Inquiry Commission, 2011

Your products and services are not the same as your competitors. And neither are your costs, your channels to market or your customers. So why should your prices be the same as your competitors?

At Sans Prix, we help companies, large and small, monetise the value of their products and services with smarter, value-based pricing strategies.

We are an independent, strategic pricing consultancy, with over four decades of combined global pricing experience. From our base in Melbourne, Australia, and via a network of associates if need be, services are provided to clients all around the world.

And just like our clients’ products and services, their competitors, costs and customers, we treat all our clients pricing challenges as unique, applying rigorous, proven and innovative techniques in the provision of global pricing solutions.

This document provides an introduction to Sans Prix, its two main practice areas (Consulting and Executive Education), and its sister company, PricingProphets.com

# Jon Manning: Consultant

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**JON MANNING**, the Founder and Director of Sans Prix, has over two decades of pricing experience, gained in a wide variety of industries, in both Australia and overseas. Immediately prior to establishing Sans Prix in July 2002, Jon was the inaugural Revenue Manager for easyInternetcafe, a chain of dynamically-priced internet cafes set up across Europe and the USA by Sir Stelios Haji-Iannou. Prior to that, he spent 10 years in the aviation industry, pricing the fare that passengers eat, and then the fares that passengers pay.

Since establishing Sans Prix, and completing dozens of consulting projects for companies in the Dow Jones Industrial Average, the Fortune 100, the FTSE100 and the CAC Next20 stock market indices, Jon (and his associates) have generated millions of dollars in incremental revenue for clients in places such as the UK, USA, India, and Australia.

Increasingly in demand as both a speaker and educator, Jon has spoken at dozens of conferences, workshops, webinars and educational institutions across the Asia-Pacific, the Middle East and the United Kingdom. Between 2007 and 2009, he co-presented the “Pricing Strategy & Revenue Management” Executive Education Programme at Lancaster University Management School.

In 2011, Jon established PricingProphets, the world’s first and only online pricing advisory service where clients can ask a panel of global pricing experts and thought-leaders what price to charge for a product or service and why. PricingProphets finished in the Top 20 in the Anthill Smart100 awards in 2012.

Jon holds a Bachelor of Business (Applied Economics) from Deakin University (Australia), a Graduate Diploma of Business (Management) from Monash University (Australia) and a Master of Arts (European Studies), from The University of West London (formerly Thames Valley University). He is a member of the Professional Pricing Society.

# PricingProphets.com

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**PricingProphets.com** is a world-first website, bought to you by the team at Sans Prix, where you can ask a panel of global pricing experts and thought-leaders what price to charge for a product or service, and why.

With projects starting from just \$A600, clients can upload their pricing challenge by themselves, or with our assistance. We then send it to the most relevant experts, all of whom we've verified as experts in their field. Then, in about seven working days time, clients receive an email telling them to log in to their secure workbench and see what the experts had to say about their pricing challenge.

Launched in June 2011, our registered experts have over 200 years of cumulative pricing experience across almost 40 industries.



In 2012, PricingProphets.com finished Top 20 in the Anthill Smart100 Awards.

Visit the Press Room and the Testimonials Page on PricingProphets.com to find out more.

**“The experts clearly know what they are talking about and obviously put serious consideration into their detailed and educated responses. It exceeded my expectations”.**

*David Mackay, Lottimont, Sydney, Australia*

# Consulting: How We Can Help

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## ➤ **Disruption & Change Management**

- *Pricing & Business Model evaluation, along with competitive analysis, benchmarking studies and change management, is one of our specialities*

## ➤ **Strategic Pricing Audits & Health Checks**

- *Not sure if you've got the optimal pricing strategy? We'll tell you.*

## ➤ **Pricing of New Products & Services**

- *Nearly 90% of companies get this wrong. We'll ensure you're not one of them.*

## ➤ **Pricing Analytics and Revenue Modelling**

- *We were doing this before anyone coined the term "Big Data"*

## ➤ **Price & Discount Optimisation**

- *We'll ensure your pricing is brand, product ladder and product life cycle –optimised, with minimal revenue leaks*

## ➤ **Build a Commercial Pricing Capability**

- *Whether it's a pricing council or a pricing department, we've seen them all*
- *We can also assist with recruitment and head-hunting strategies*

## ➤ **Pricing Governance**

- *If pricing is a diplomatic minefield, policies and procedures can bring you much needed clarity*

## ➤ **Value-Based Communications Strategies**

- *If you can't communicate the value you provide customers, how do you expect to monetise it?*

## ➤ **Revenue / Yield Management**

- *We've applied our knowledge of aviation revenue / yield management to a number of other industries. Could yours be next?*

## ➤ **In-House Workshops or Retreats**

- *See Practice Area II (following)*

# Consulting: A Selection of Our Clients

Confidentiality Appreciated

