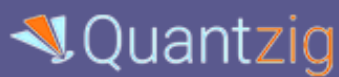


# UNDERSTANDING 3 CORNERSTONES TO DEVELOPING SUCCESSFUL PRODUCT PRICING STRATEGIES



## PRICE TRANSPARENCY

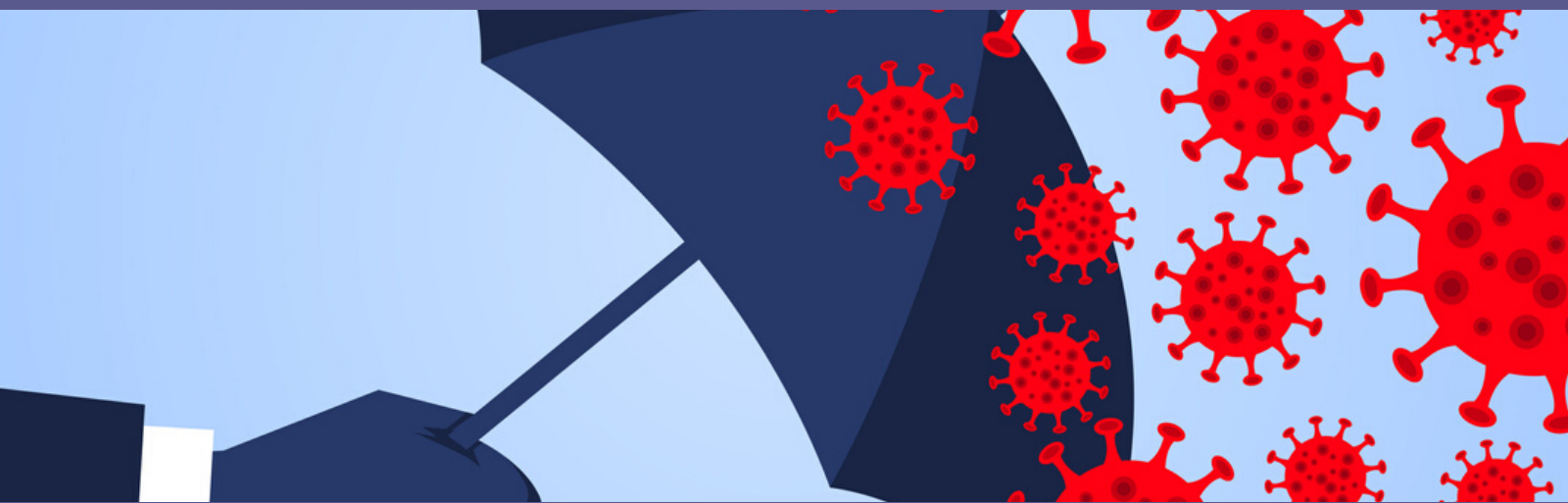
Transparency in pricing is crucial while making decisions related to product pricing.



## PROCESS EFFICIENCY

This is another important factor that impacts profitability by enabling business leaders to keep track of resource consumption

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## PRICING MODELS

The pricing models adopted by businesses play a huge role in improving profitability by driving sales and revenue