



LUMERIC™ Project Summaries

Project Type:

New Product Pricing Strategy

Sector: Corporate Leadership
Education

Company Size: \$100M+

Company Position:
Market Challenger

Client Level:
President—Divisional

The Critical Decision:

What is the optimal pricing strategy for a new digital training program designed to develop front line manager leadership skills in large and mid-size companies?

The Answer:

The program should be priced at a 25-30% premium over competitive offerings as it provides measurable improvements in front line manager leadership skills far above current market offerings

The Discussion:

The client was an established, global provider of in person and online corporate and leadership development training programs. The company identified a gap in an adjacent segment to provide more effective leadership development training for frontline managers via an online modality. A product was developed to fill this gap but the client was unsure how to position or price it against existing competitive offerings.

Through a series of in-depth interviews with Vice Presidents and Directors of corporate leadership and professional development, Lumeric determined that the new learning program delivered perceived improvements in front line manager performance superior to other training options and that prospective customers would be willing to pay a premium for access to these improved results. As part of this analysis, Lumeric used the Gabor Granger and Van Westendorp pricing methodologies to pinpoint the optimal pricing points for the program. 