

Can you afford to ignore cost inflation?

Wage inflation and changes to Minimum Wage ...

Brexit hitting exchange rates ...

Hikes in cost of goods, fuel, business rates ...

As a successful but busy business owner/MD, you and your commercial team sometimes need someone outside of the business to give support, for example:

- Mitigating the impact of cost increases and how they eat into your profitability
- Investing strategically in customer price and promotion so it gives you the best return
- Hitting sales targets and continuing to achieve the success you want

Fight back against cost inflation with our **Price Increase Launchpad© Programme**

This programme is delivered by a **HEART of business** member with strategic and operational experience in sales; someone who has delivered tens of £m in price increases.

This ensures a joined-up approach in the assessment of your commercial position with realistic and practical recommendations.

We will help you deliver a price increase whilst avoiding some of the most common pitfalls.

Our **Price Increase Launchpad© Programme** helps you set out a compelling cost rationale that explains why you need to act now.

We'll help you think about how customers and competitors might react and how you improve margins without holding back sales growth.

To find out more about the **Price Increase Launchpad© Programme**

Call **07966 520973** or email

martin.knowles@heart-of-business.co.uk

All calls will be treated as strictly confidential.

heart-of-business.co.uk

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About the Price Increase Launchpad© Programme

- 1** The process begins with a **structured telephone call** to explain the steps in the programme, what will be done and when. Expect this to last about 20 minutes.
- 2** **Pre-work by the client.** This is a cost-effective method to help the consultant assess the current position. The pre-work will help to gain insights into cost and pricing history and the commercial rationale for change now.
- 3** **Two-hour intensive workshop.** This workshop involving both the client and the consultant will help clarify information already supplied. We'll probe relevant areas such as cost rationale, possible competitor reaction and customer responses.
- 4** Following the workshop, the consultant prepares a **comprehensive report.** The report will include a copy of our Price Increase Ready Reckoner and will provide the knowledge and insights needed to construct a price increase.
- 5** A **follow-up telephone call** clarifies the key findings and recommendations, answers any outstanding questions and agrees next steps.
- 6** Whilst this is the last stage of the **Price Increase Launchpad© Programme**, most clients take the option to ask for **follow-on support** to help make the plan happen.

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HEART of business can help grow your business

When required we can also call on the broader and deeper skills, experience and domain knowledge of **HEART of business**, with over 25 experts from a wide range of disciplines including:

Sales and Marketing | Strategy and Finance | Leadership and HR and much more.

- Business experts to offer support on commercial decisions with advice and mentoring
- Operational experts to free up your time with implementation and outsourced services
- Financial experts to aid business transformation around funding, expansion and exit

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