

# Monetise & Implement

## Transforming Ideas into Impactful Revenue

Takeaways from our recent event on Monetisation and Implementation

November 2024, London



# 01 Profit with Purpose, Delivered

We brought together pricing professionals and business leaders to explore ways for bridging the gap between vision and value by seamlessly integrating monetisation strategies with practical implementation tools.

Key takeaways included :

- Innovative solutions to pricing challenges,
- Insights on driving value creation,
- Actionable frameworks for sustainable growth,



Tim Ham



Marco Bertini

## THE VALUE HIERARCHY MODEL

02

# Moving away from Transactional Pricing

Structuring pricing around the outcomes or "ends" that customers value, rather than the traditional "means" such as products or services.

**Demand**

**Why are we leaving benefits behind?**

**Get**

**Do we see value from the customers' perspective?**

**See**

**Is our commercial approach optimised to reduce friction?**

**Budget**

**What prices match our goals and customers?**

**Pay**



## 03 THE PHG PERSPECTIVE

# Ten greats Sins of Price Implementation

Recognizing and addressing common pitfalls in price implementation strategies for long-term success:

1. Leadership Hesitation
2. Lack of Sales Conviction
3. Uncoordinated Discounting
4. Poor Customer Planning
5. Disconnected Value Story
6. Competitive Neglect
7. Poor Market Preparation
8. Price Discussion Paralysis
9. Simplistic Communications
10. Rushing to Launch



**We're excited to continue the  
conversation at our next event  
May 21, 2025 in Stockholm.  
Stay tuned for more details!**