# PRICING EMBEDDING ACTION PLAN

## **EMBEDDING STEPS**

There are several steps to consider in turning a short-term improvement into a sustainable change.

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| **PRICING EMBEDDING IDEAS**  |
| **Improvement Opportunities** | You should consider how often you want to review your approach (and returning to this topic will be a useful way to do this). You can also consider where you can become better over time, and what longer term actions you need to take. |
| **Pricing strategy** | You should review your pricing strategies at the end of any pricing experiment and, overall, at least every six months. |
| **Gather insights** | You can broaden your insights by speaking to more customers and regularly reviewing your competitors pricing. Getting other people who work in the business, stakeholders or even friends and family to share their views on your analysis can also be very helpful. There may also be sector publications, representative bodies, or events for your specific industry, where you can gain expert insights on economic trends. |

## **INSTRUCTIONS**

Use this documentto build an **Embedding Action Plan** for **Pricing**.

Additionally, you can use this as a template to take notes on what you’ve learned or record your thoughts about how the topic impacts your business.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_** | **Topic:**  |
| **How often will you review this topic / your approach?** |  |
| **Where will you get new information from?** |  |
| **What other support do you need to access?** |  |
| **Other notes and ideas:** |  |

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| Action Reference | Action | Who is responsible for implementing the action? | What is the planned deadline for the action?  | How will you measure the success of this action? |
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