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Friday at 12 Noon Pacific
June 4th 2021: Price Sensitivity Factors in the Subscription Business Model

In one of our most listened to shows, Episode #61, we discussed the 10 Factors of Price Sensitivity, in the context of Value Pricing 1.0. This episode Ed and Ron will discuss how to use these factors in the context of Value Pricing 2.0, the Subscription Business Model. They are still as relevant, only you view them at the macro level of the firm's strategy, branding, positioning, and value proposition, rather than at the micro of level of pricing each customer.



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