



# *Pricing in a Post-Pandemic World*

## MAXIMIZING REVENUE



*Jeff Cobb*



*Celisa Steele*



A stack of US dollar bills is shown, fanned out from the bottom left towards the top right. The bills include \$100 bills (featuring Benjamin Franklin) and \$20 bills (featuring Andrew Jackson). The bills are slightly overlapping, creating a sense of depth. The text "What are your current pricing challenges?" is overlaid in the center in a bold, black, sans-serif font.

What are your current  
**pricing challenges?**

- about Tagoras and Leading Learning
- post-pandemic landscape
- checking awareness
- 3 pillars of pricing
- your questions and comments



Jeff Cobb &  
Celisa Steele



40+ years in  
learning &  
education

consulting  
with learning  
businesses

focused &  
practical  
resources

Leading  
Learning  
Podcast

[www.tagoras.com](http://www.tagoras.com)

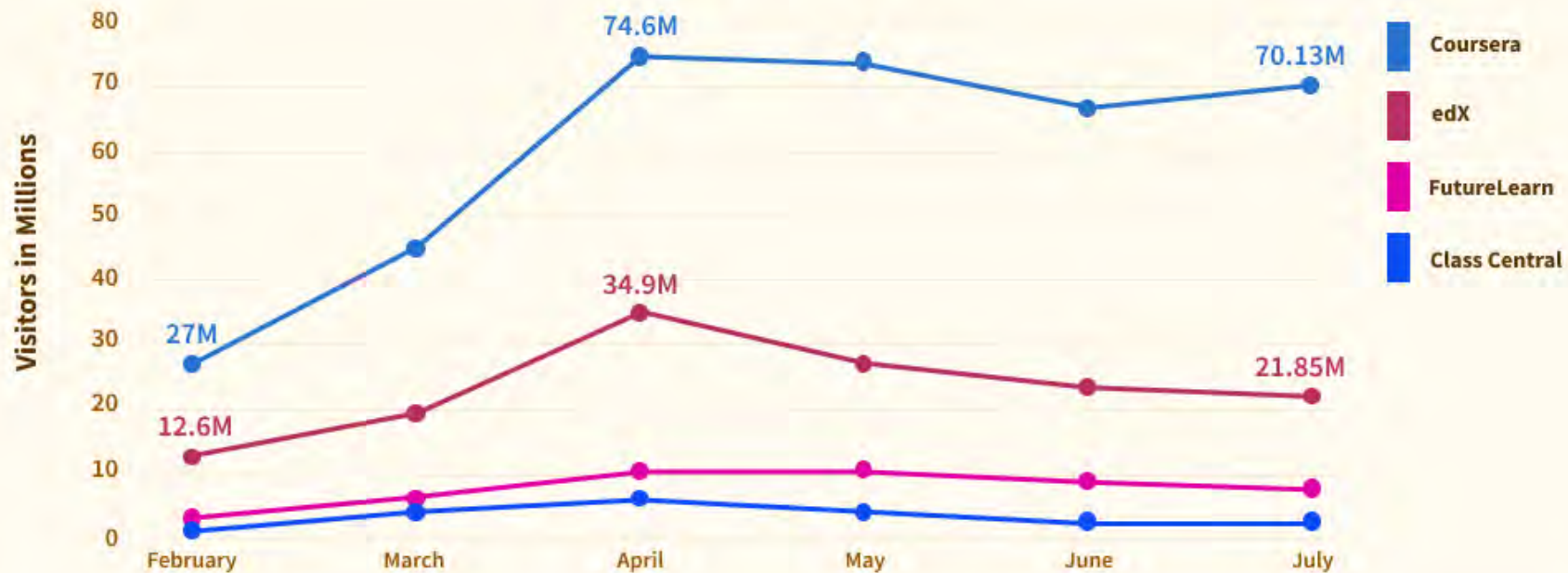
[www.leadinglearning.com](http://www.leadinglearning.com)



post-pandemic  
landscape



## 2020 Web Traffic



**CLASS CENTRAL**

Source: SimilarWeb

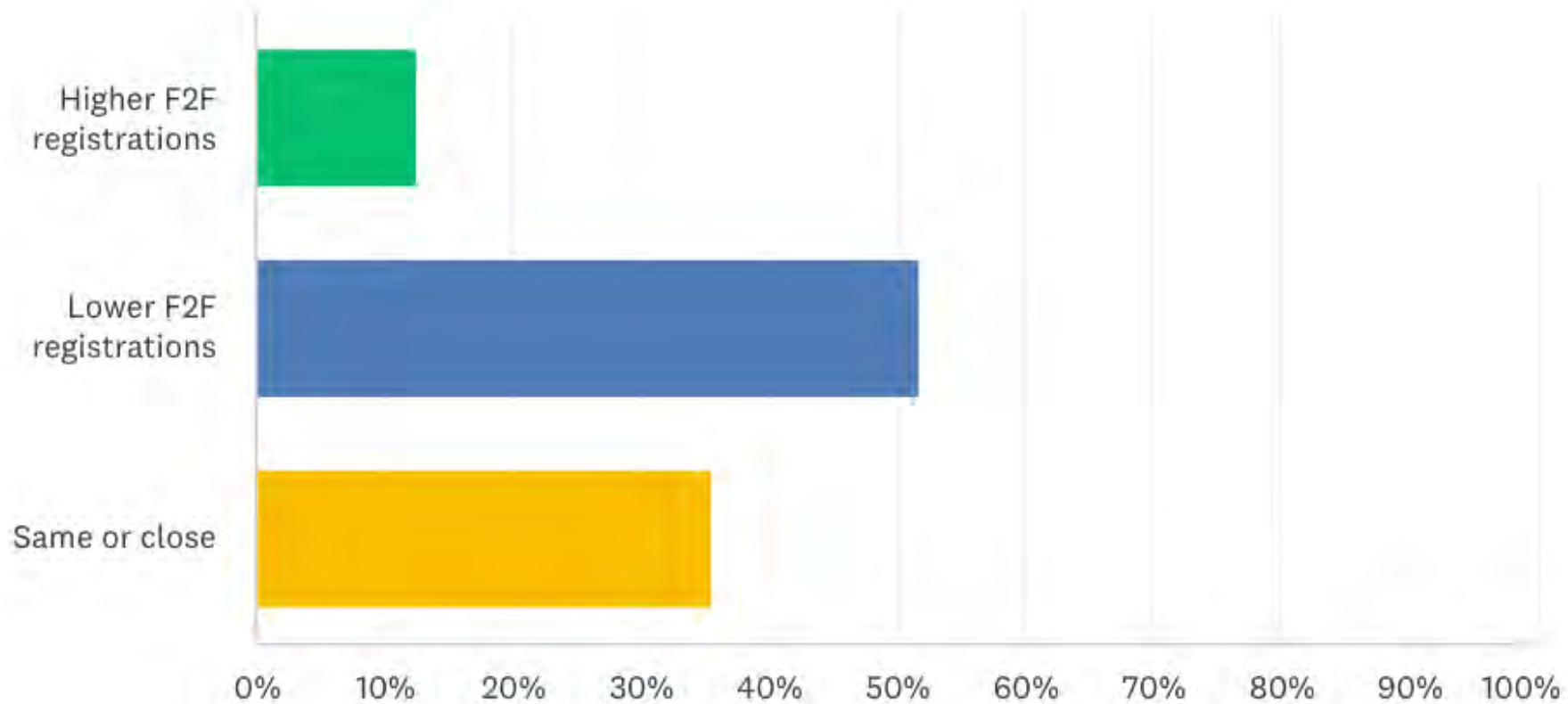




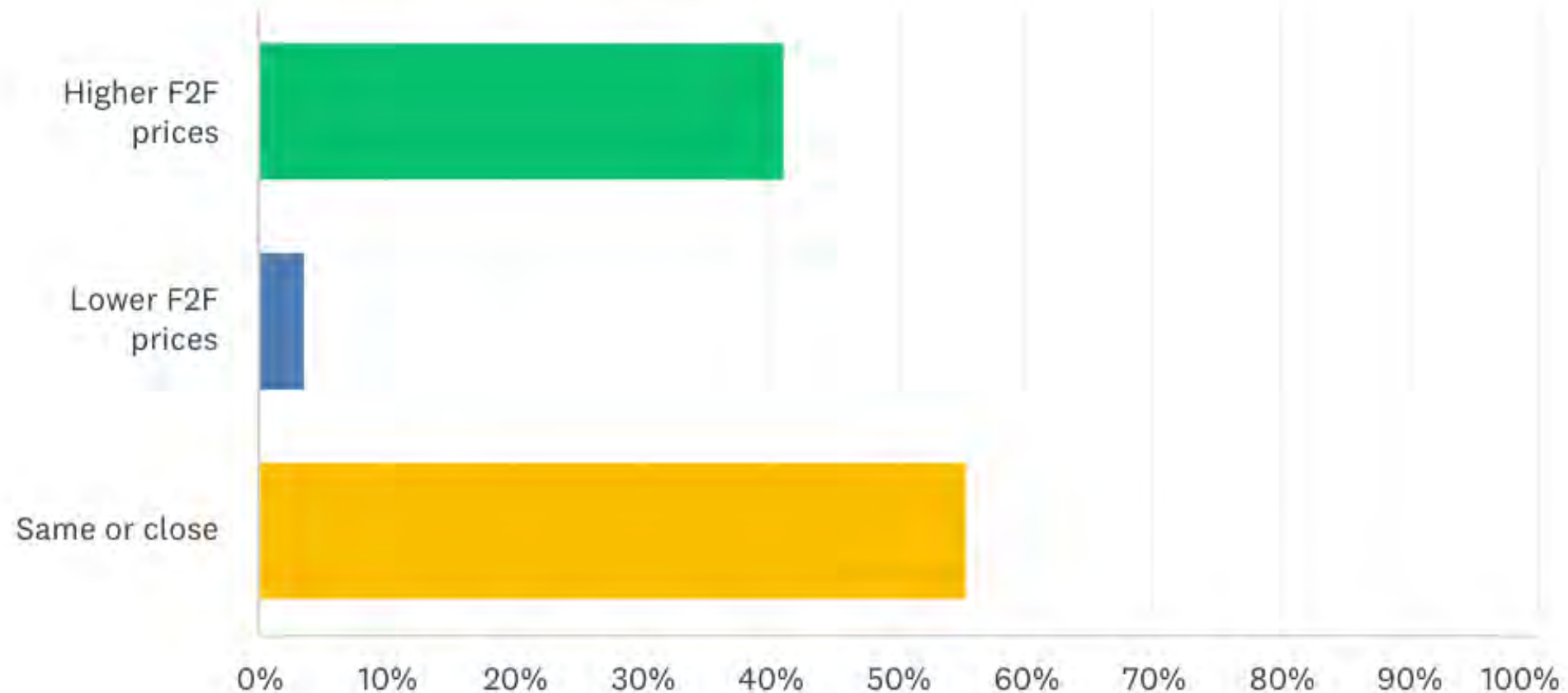
REFLECT & SHARE

Are your sales of **online learning** now **higher, lower,** or the **same** compared to pre-pandemic?

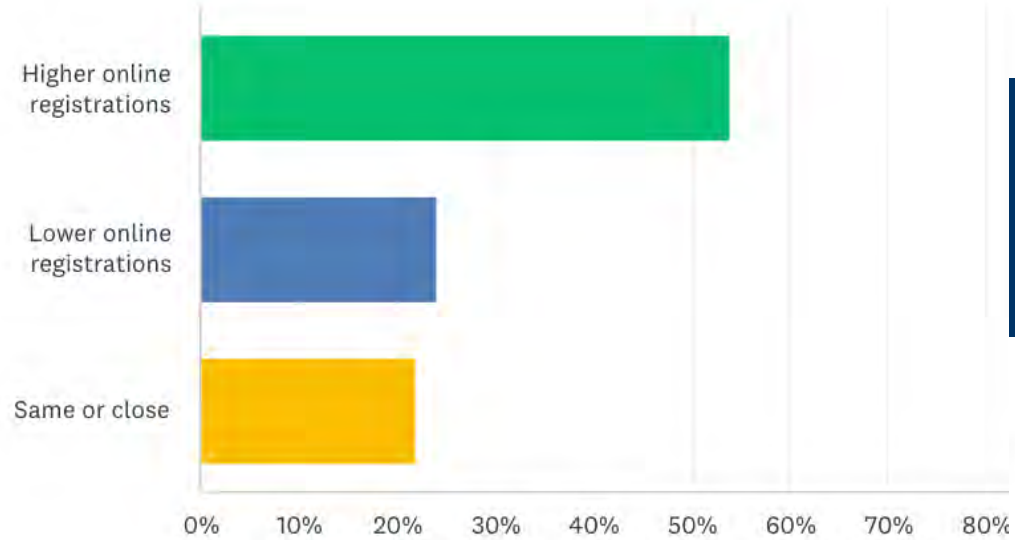
On average, how do **paid registrations** for your **face-to-face** educational events now compare to paid registrations for your face-to-face educational events before COVID?



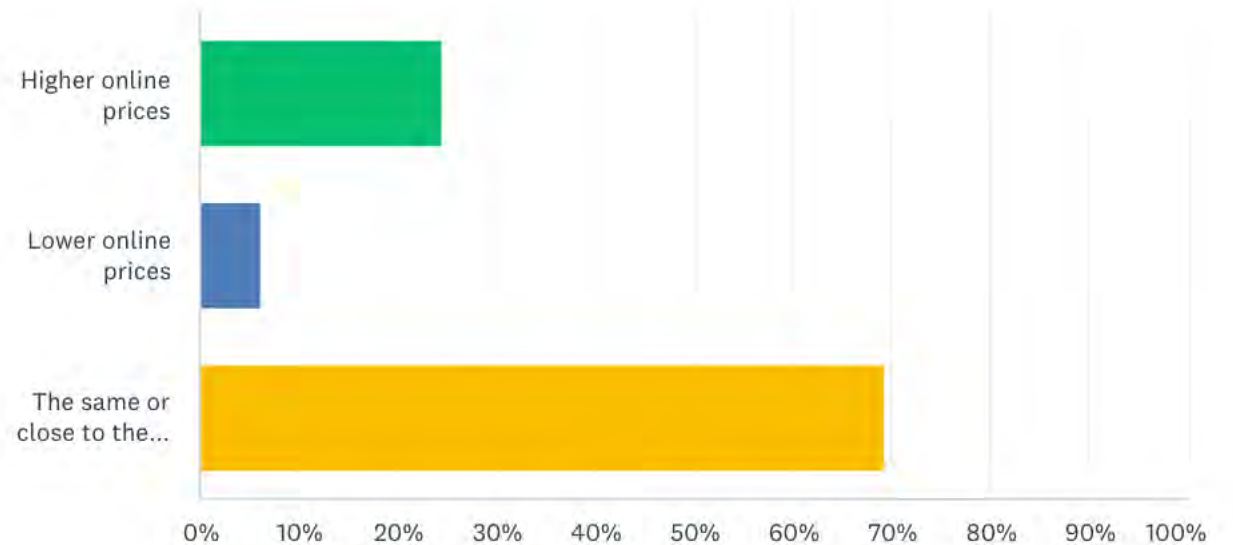
On average, how does **pricing** for your **face-to-face** educational events now compare to your pricing for your face-to-face educational events before COVID?



## paid registrations for online education now vs. pre-COVID



## pricing for online education now vs. pre-COVID



**Learning** now contributes more to overall GDP and productivity than technology.



# Is pricing the issue?



# awareness

Prior to this survey, how aware were you of the following online education options from \_\_\_\_\_? Please also indicate whether you have ever participated in one of these options.

Prior to this survey, how aware were you of the following online education options from \_\_\_\_\_? Please also indicate whether you have ever participated in one of these options.

	NOT AWARE	AWARE - HAVE NOT PARTICIPATED	AWARE - UNSURE ABOUT PARTICIPATION	AWARE - HAVE PARTICIPATED	TOTAL	WEIGHTED AVERAGE
Individual convention session recordings	45.51% 395	28.80% 250	6.57% 57	19.12% 166	868	1.99
½-day pre-convention workshop recordings	62.25% 536	30.20% 260	3.48% 30	4.07% 35	861	1.49
Free Webinars	37.75% 325	29.50% 254	5.34% 46	27.41% 236	861	2.22
Paid Webinars	41.98% 361	48.84% 420	3.84% 33	5.35% 46	860	1.73
Online certification review course	32.29% 278	46.34% 399	4.76% 41	16.61% 143	861	2.06



## REFLECT & SHARE

Think of a product you're having a revenue challenge with.

How would you **rate the awareness of the offering** among the target buyers?

from **1** (low) to **5** (high awareness) or **don't know**



# 3 pillars of pricing

- value
- price
- communication



value

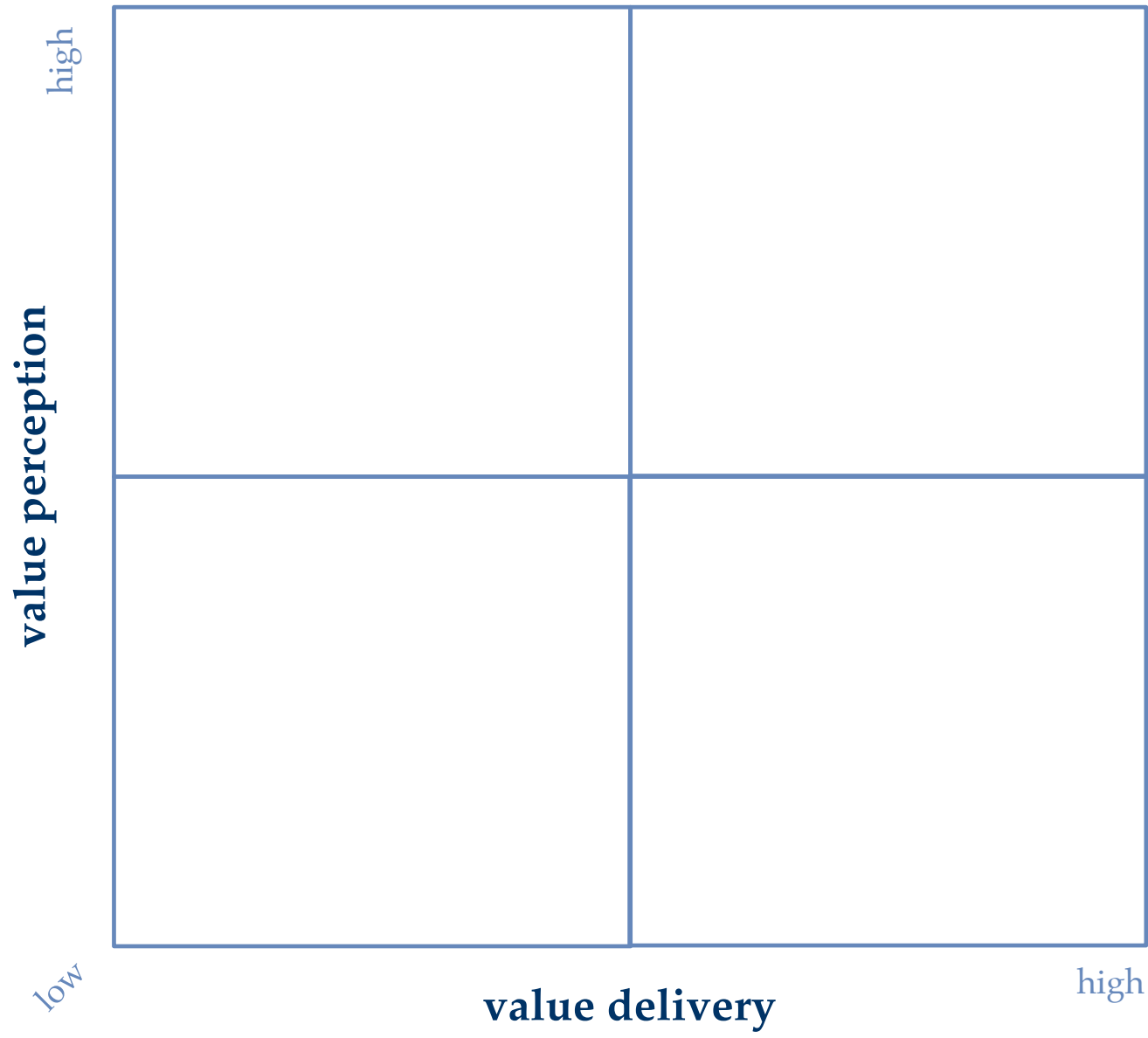
# value

Imagine that you are considering whether to pay to register for an educational activity of any type (e.g., whether face-to-face or online) that seems to meet your needs. How important would each of the following factors be in assessing its potential value?

# How important would each of the following factors be in assessing its potential value?

	NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	CRITICAL	TOTAL	WEIGHTED AVERAGE
I can earn continuing nursing education contact hours from participating in the activity	1.22% 10	4.65% 38	17.36% 142	43.15% 353	33.62% 275	818	4.03
Content is presented by a reputable subject matter expert with significant, relevant experience	0.73% 6	5.85% 48	25.85% 212	44.88% 368	22.68% 186	820	3.83
The activity has been shown to produce demonstrable improvement in knowledge or performance for those who take part	1.10% 9	6.59% 54	29.79% 244	43.59% 357	18.93% 155	819	3.73

# Product Value Profile



# potential value factors

- **credit availability**
- **SME reputation**
- **proof of demonstrable improvement**



REFLECT & SHARE

What **factors** impact or might impact the **value** of your education offerings?



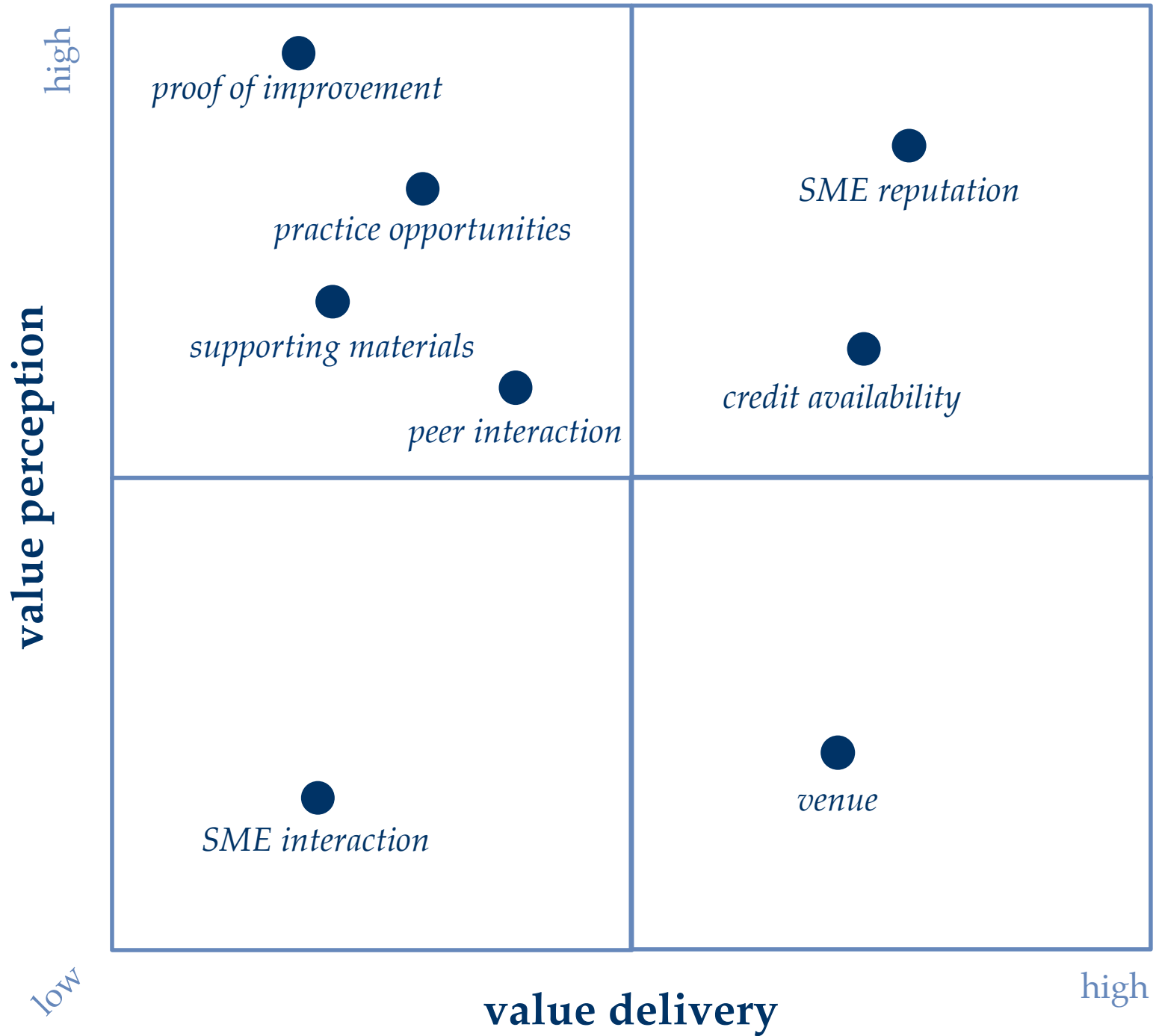
# potential value factors

- credit availability
- SME reputation
- proof of demonstrable improvement
- access to SME
- access to peers
- practice and application
- supporting materials provided
- related costs (like travel)
- venue (for live events)

to identify potential value factors, ask & observe

- **ideal learners and customers**
- **internal experts**
- **best competitors**

# Product Value Profile



A background image showing a group of people in a meeting or workshop. They are sitting around a table, looking at papers and using markers. The image is slightly blurred and has a light blue tint. A dark blue rectangular box is overlaid on the image, containing the text 'conjoint analysis' in white. Another dark blue rectangular box is overlaid below it, containing the text 'MaxDiff' in white.

conjoint analysis

MaxDiff

If you were shopping for a CLE seminar and these were your only alternatives, which would you choose?

Regionally-recognized presenter

8 hours of CLE credit

No lunch provided

\$295

Nationally-recognized presenter

4 hours of CLE credit

Lunch provided

\$395

Qualified but unknown presenter

No CLE credit

Coffee/snack provided

\$195

None. I would defer my purchase.

conjoint analysis

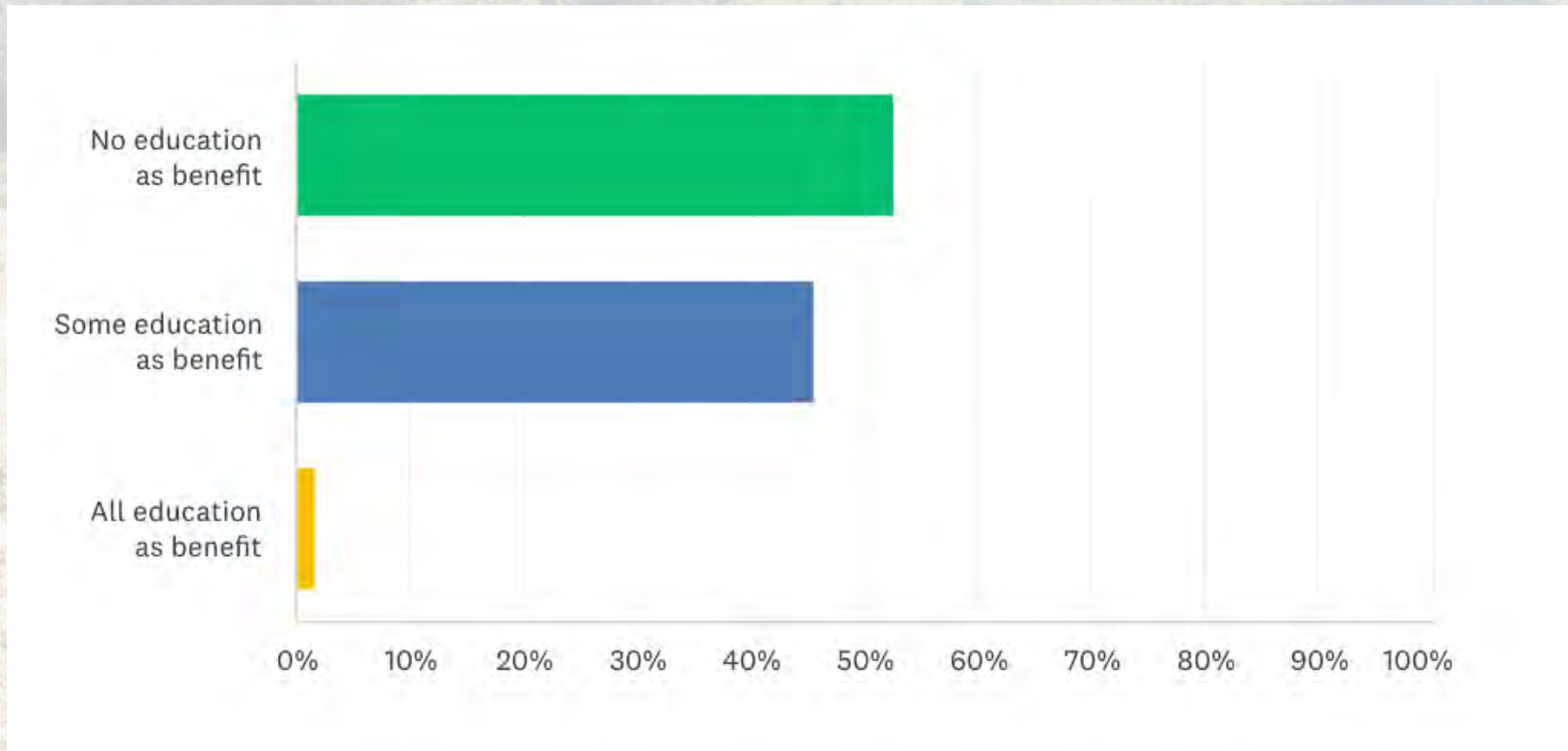
# MaxDiff

## RANK



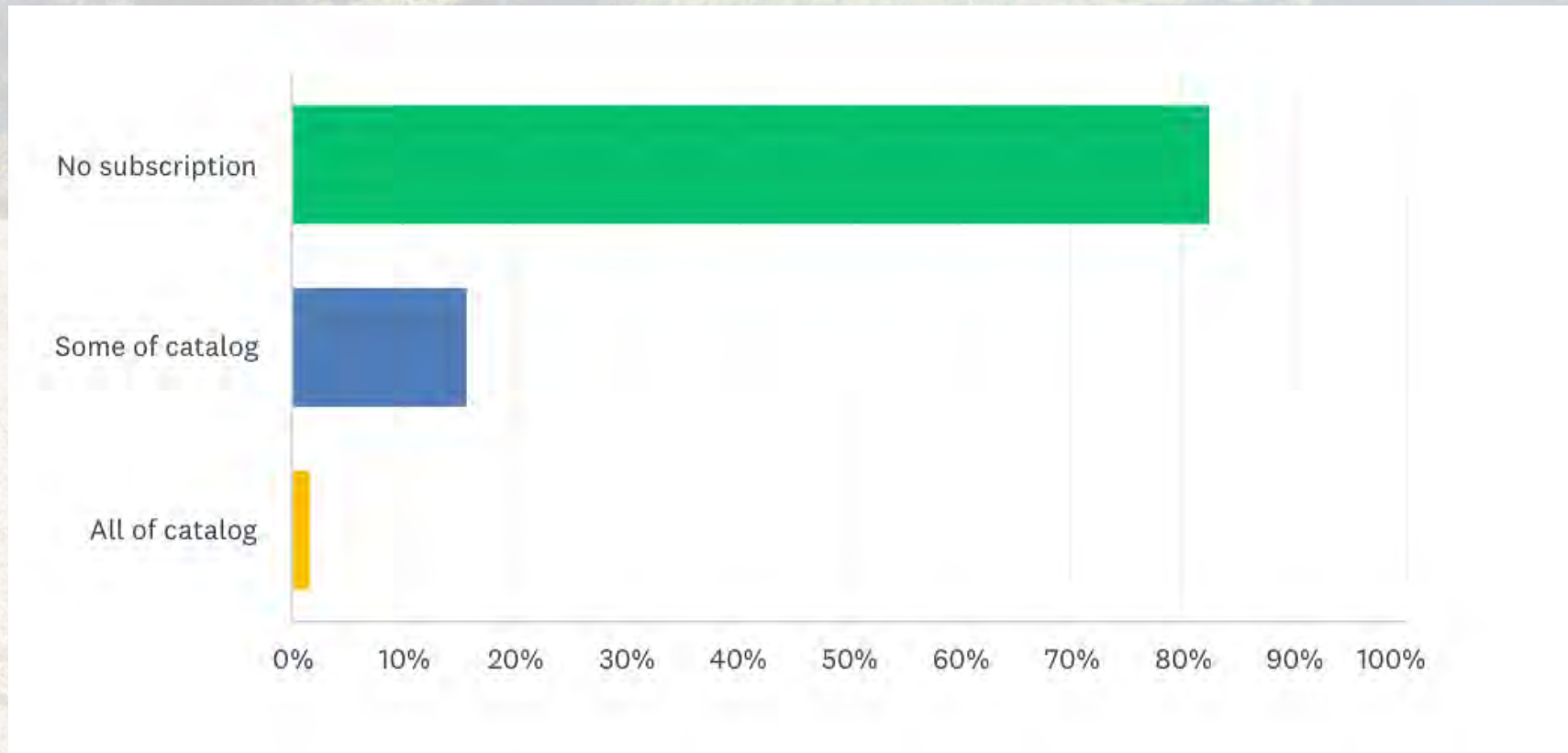
reconfigure value

part of membership



reconfigure value

subscription







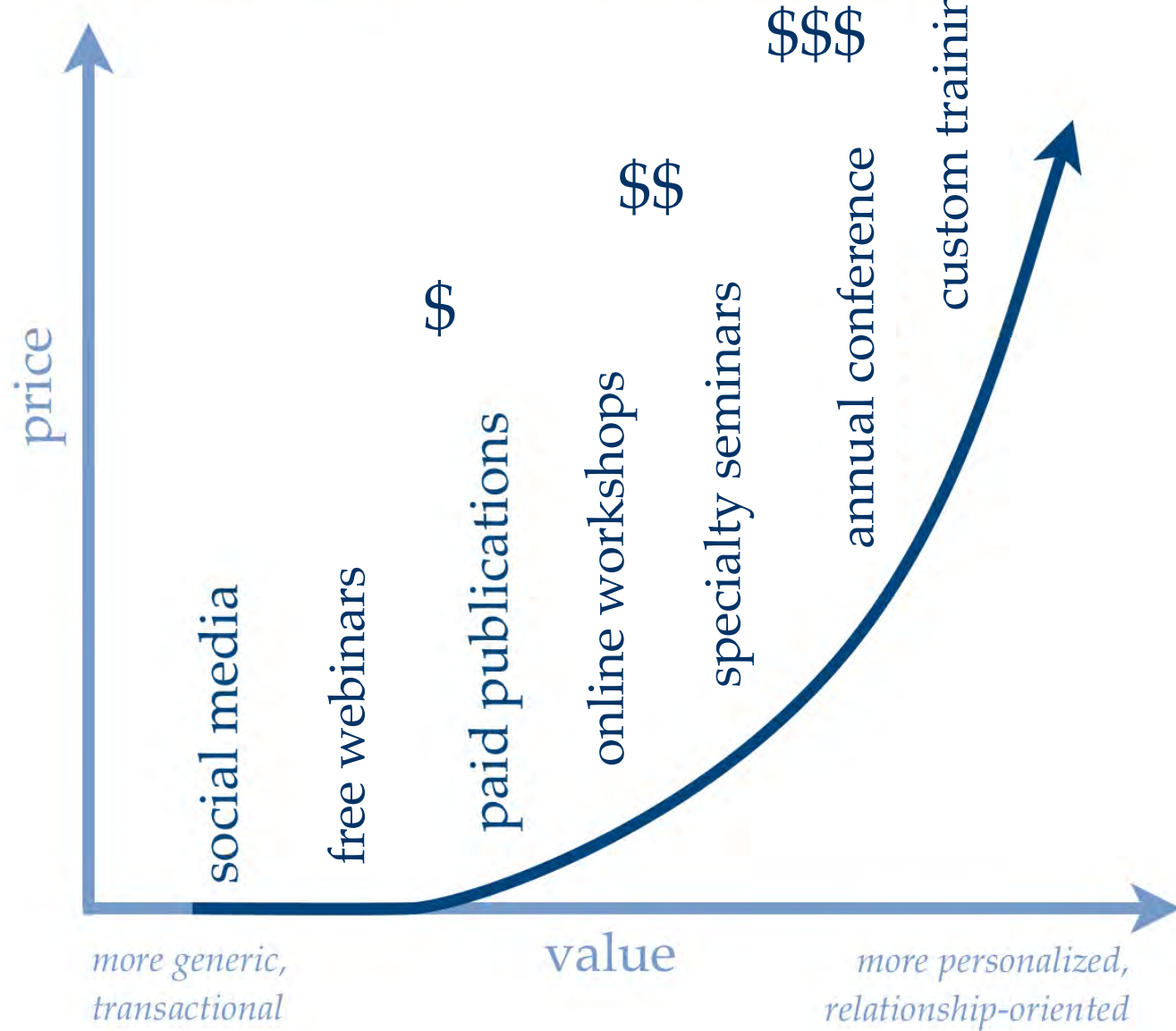
price

acceptable  
price range



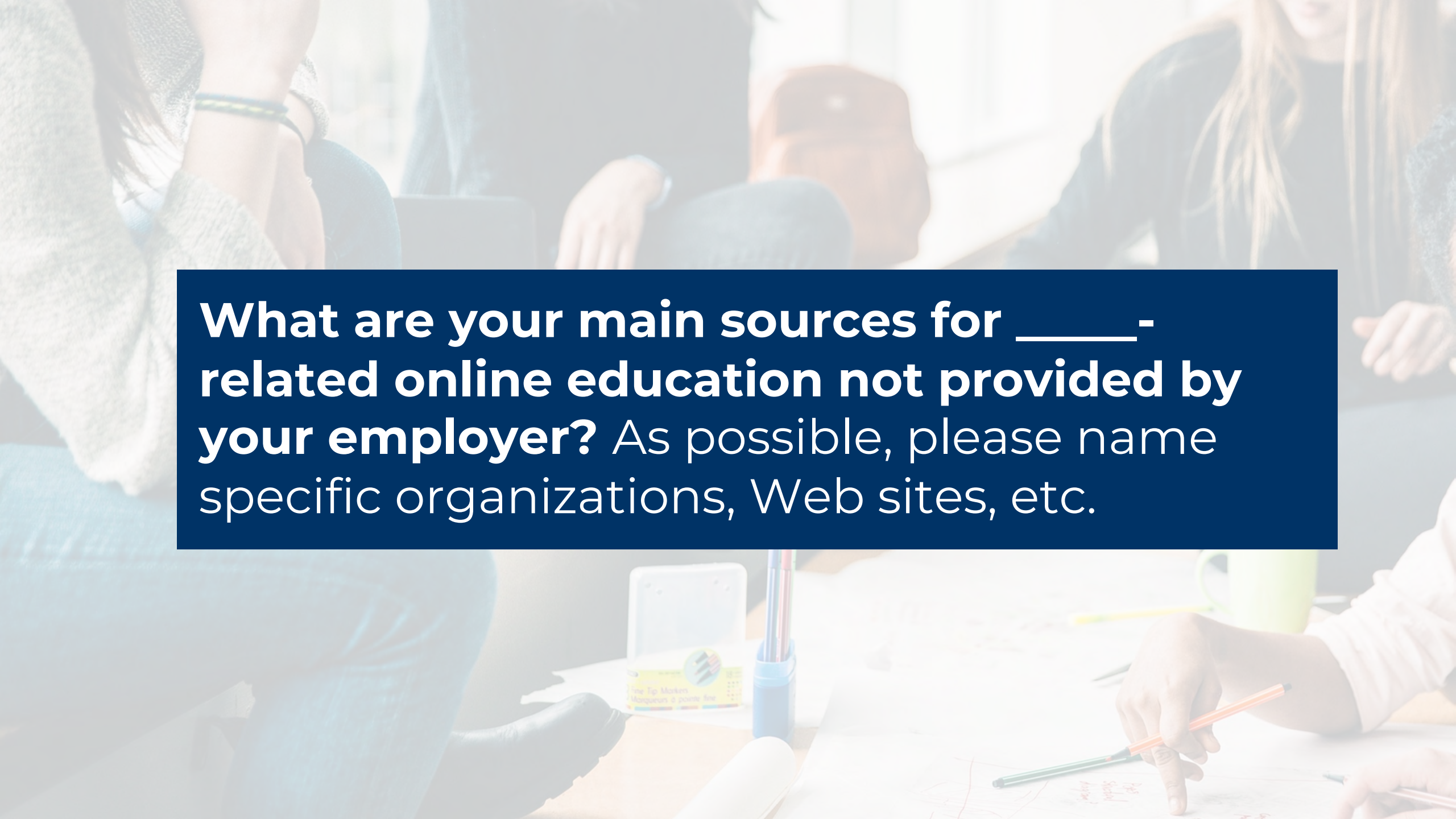
*reference price*

# VALUE RAMP™



A group of people are sitting around a table in a meeting. In the foreground, a person's hand is pointing at a document on the table. On the table, there are several items: a blue pen holder with pens, a yellow container of 'Fine Tip Markers', a green mug, and some papers. The background shows other people sitting and talking. A dark blue banner is overlaid on the left side of the image, containing the text 'competitive research' in white.

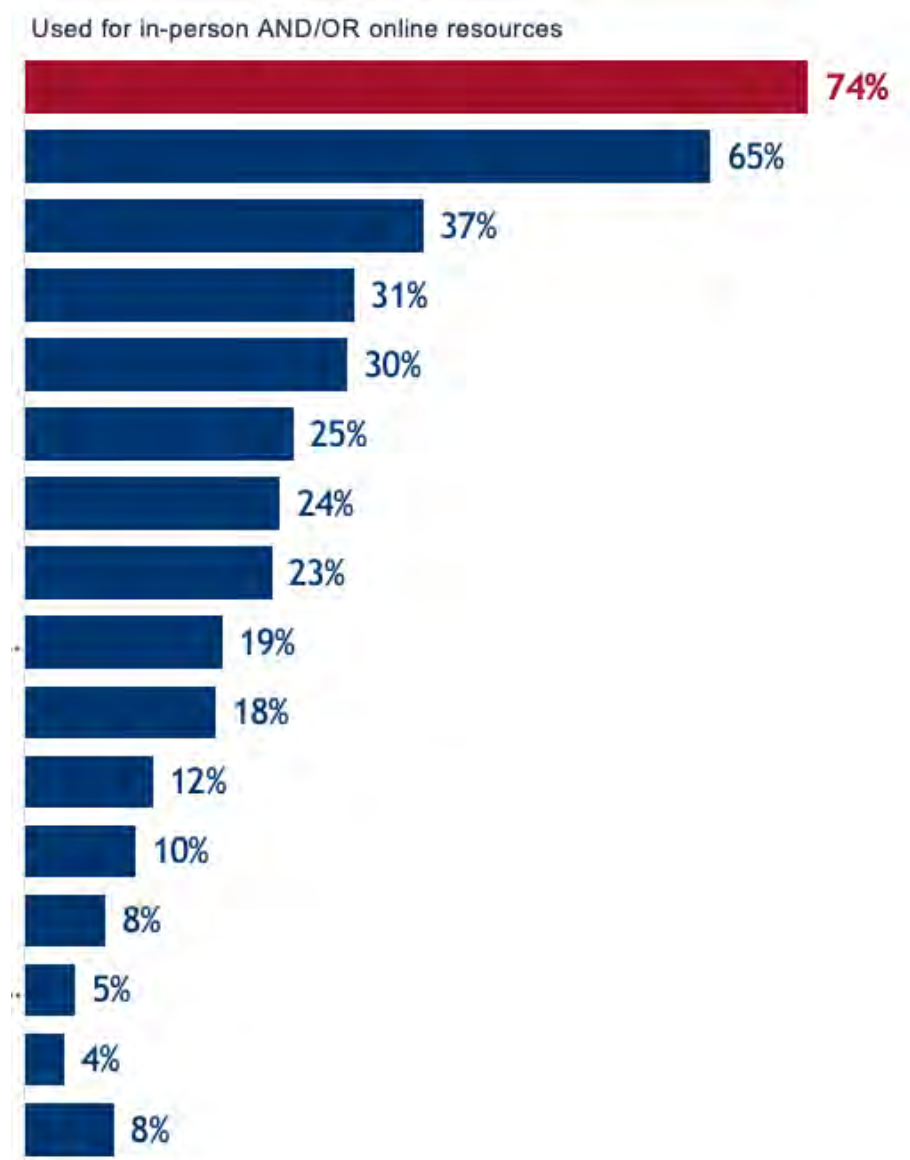
competitive research



**What are your main sources for \_\_\_\_\_-  
related online education not provided by  
your employer?** As possible, please name  
specific organizations, Web sites, etc.

# What are your main sources for \_\_\_-related education not provided by your employer?

Learning Business  
Competitor 1  
Competitor 2  
Competitor 3  
Competitor 4  
Etc.



# competitive research

	A	B	C	D	E	F	G	H
1	Name	Website	Program Name	Online	Credential	Duration	Price	Courses in the Program
1	Competitor 1	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	54 hrs	\$500	Methods of Payment (4 hrs) Documentary Collections (4 hrs) Documentary Credit Fundamentals (6 hrs) Management of Documentary Credits (6 hrs) Bonds and Guarantees (5 hrs) Short and Medium Term Finance (5 hrs) Factoring (4 hrs) Export Credit Agency Finance (4 hrs) Structured and Commodity Trade Finance (5 hrs) Trade Finance Fraud Identification and Prevention 5 hrs
2	Competitor 2	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	2 wks per module	\$1800 for program or \$350 per module	Introduction to International Trade International Transactions International Ocean and Air Transportation International Business Culture Export Control & Risk Management Customs Classification & Valuation
3	Competitor 3	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	8 wks	145 euro	Types Of Economic Integration and Trade Agreements International Marketing Documents & Procedures Payments & Finance Shipping and Documentation
4	Competitor 4	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	63 wks	Courses: \$12,120 Exam: \$560	Exporting Importing Environment 21st Century International Logistics Documentation for the Global Village Introduction to Global Finance International Business Ethics Global Culture Global Marketing Global Strategic Management Researching The Global Village Global Business Plan
5	Competitor 5	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	Varies	\$25-49 for verified certificate	NA
6	Competitor 6	<a href="https://www.websiteorpageofcompetingproduct.com">https://www.websiteorpageofcompetingproduct.com</a>	Name of Competing Product	Yes	Yes	Up to 3 mos to complete each course	\$600 per course Purchase 3 courses: 15% discount Purchase all 6 courses: 30% discount	Feasibility of International Trade International Market Entry Strategies Global Value Chain Products & Services for a Global Market International Trade Finance International Sales & Marketing

Sheet1

Copy of Sheet1

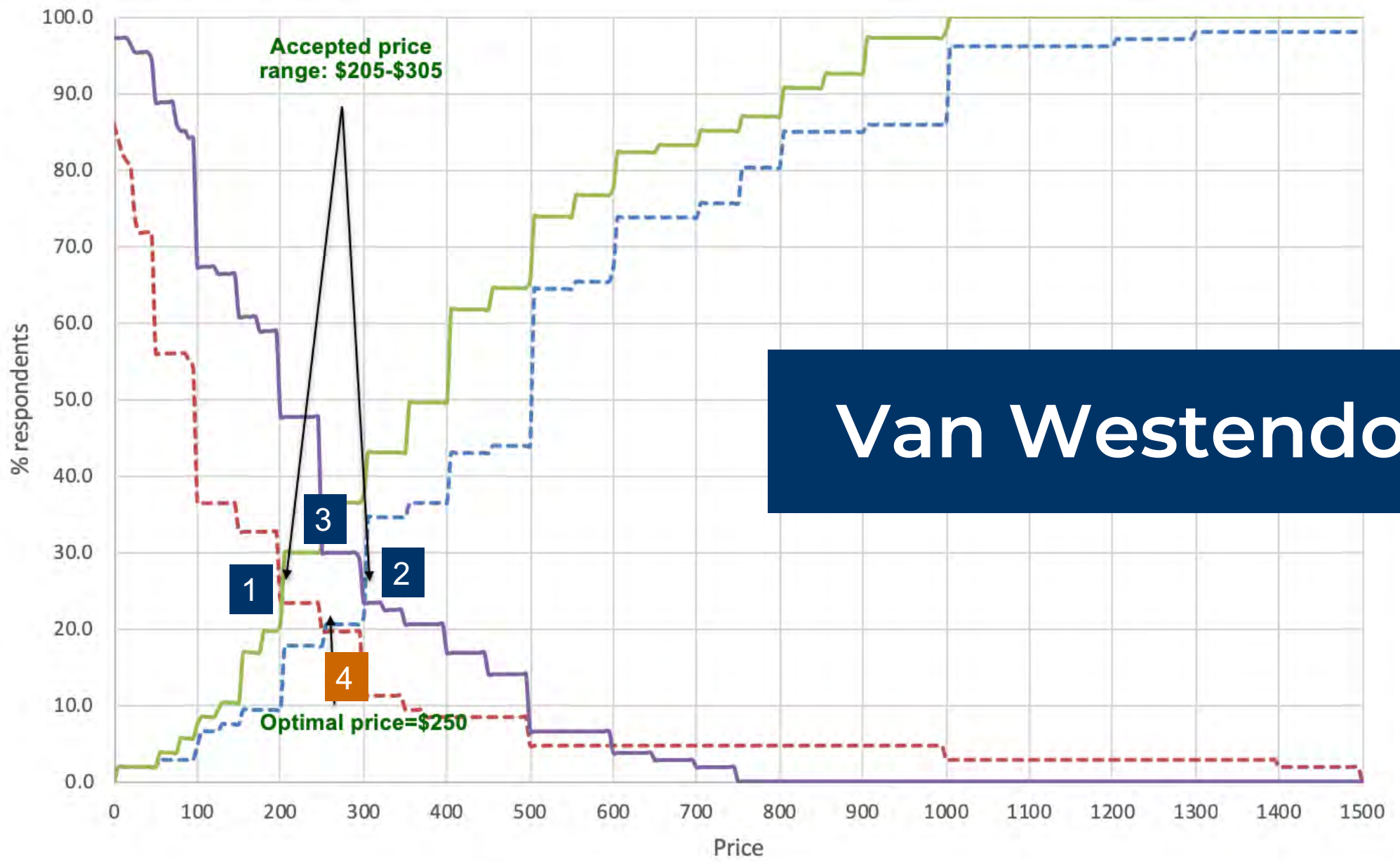


- 
- A group of people are sitting around a table in a meeting, engaged in a discussion. The image is overlaid with a semi-transparent blue filter. The text is centered and reads:
- **Van Westendorp Price Sensitivity Meter**
  - **Gabor-Granger Method**



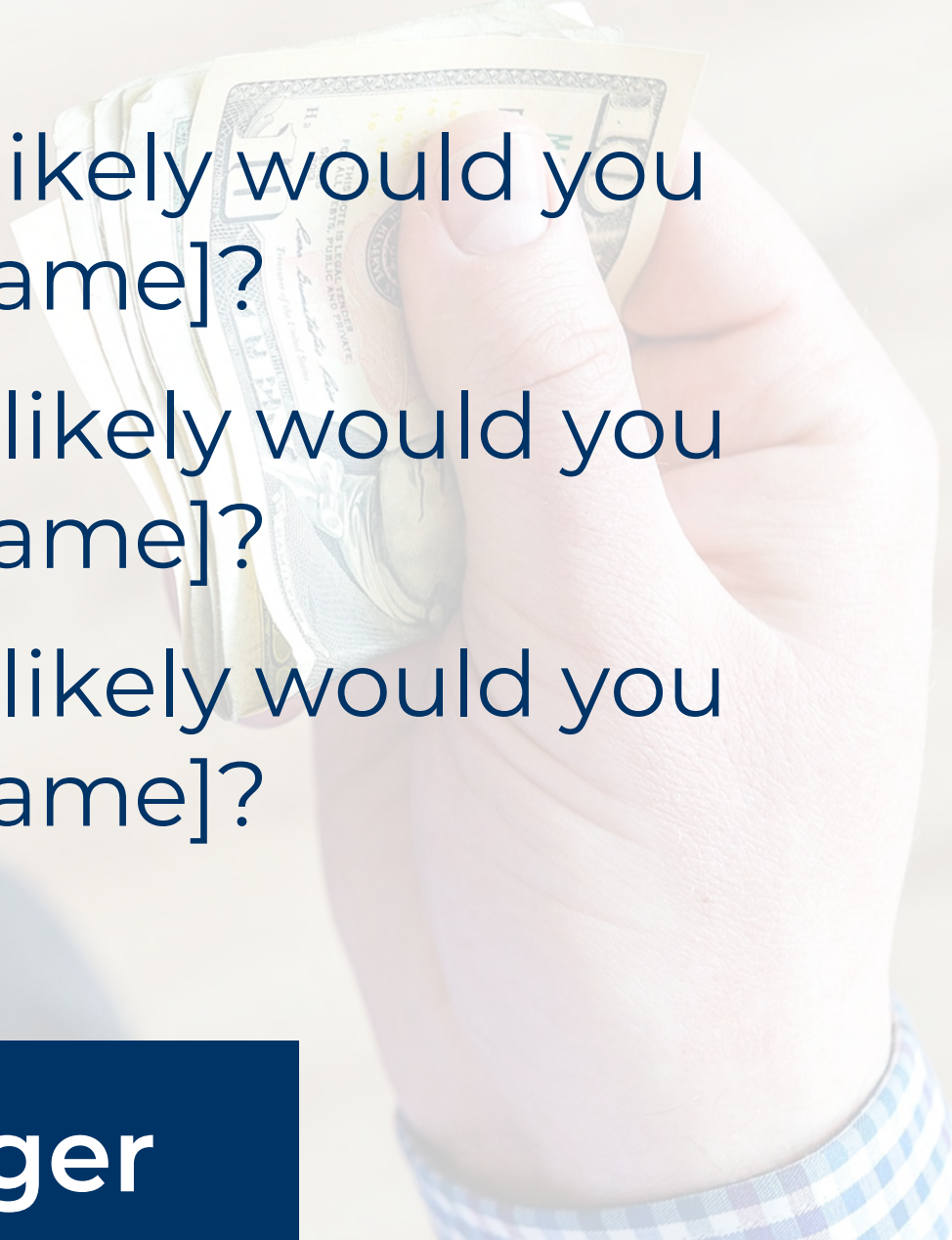
# Van Westendorp

- At what price would you consider the product a good value? **[cheap]**
- At what price would you say the product is beginning to get expensive, but you would still consider buying it? **[expensive]**
- At what price would the product be so expensive that you would never consider it? **[too expensive]**
- At what price would the product be so inexpensive that you would doubt its quality? **[too cheap]**



# Van Westendorp

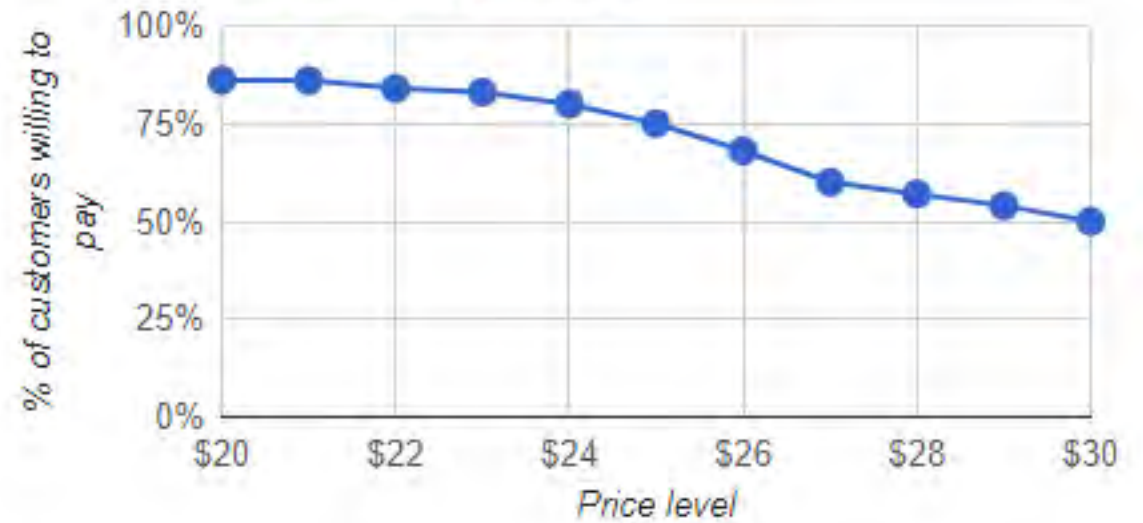
--- too expensive   
 --- too cheap   
 --- getting expensive   
 --- bargain

- 
- A close-up photograph of a hand holding a thick stack of Euro banknotes. The hand is positioned on the right side of the frame, with the thumb and index finger gripping the top edge of the stack. The banknotes are fanned out slightly, showing various denominations including 100 Euro and 50 Euro notes. The background is a blurred, light-colored surface, possibly a table or desk. The overall lighting is bright and even.
- At a price of [price 1], how likely would you be to purchase [offering name]?
  - At a price of [price 2], how likely would you be to purchase [offering name]?
  - At a price of [price 3], how likely would you be to purchase [offering name]?

**Gabor-Granger**

# Gabor-Granger

Price elasticity of demand



Predicted revenue vs. price level



A group of people are sitting around a table in a meeting or collaborative workspace. They are engaged in discussion, with some holding orange pens. A blue banner is overlaid across the middle of the image, containing white text. In the foreground, a hand is pointing at a diagram on a piece of paper. The diagram shows a central point with lines radiating outwards, and some handwritten text in red and black ink. A yellow box of 'The Tip Markers' is visible on the table.

Even thoughtful pricing  
can't get you everyone.



REFLECT & SHARE

How do or how might you  
**serve people who can't afford**  
your offerings?

A group of people are sitting around a table in a meeting or collaborative workspace. In the foreground, a person's hands are visible, holding a pen and pointing at a document on the table. The document has some handwritten notes and diagrams. There are various items on the table, including a green mug, a container of markers, and a blue pen holder. A blue banner with the word "communication" in white text is overlaid across the middle of the image. The background shows other people sitting and talking, with a brown bag on the floor.

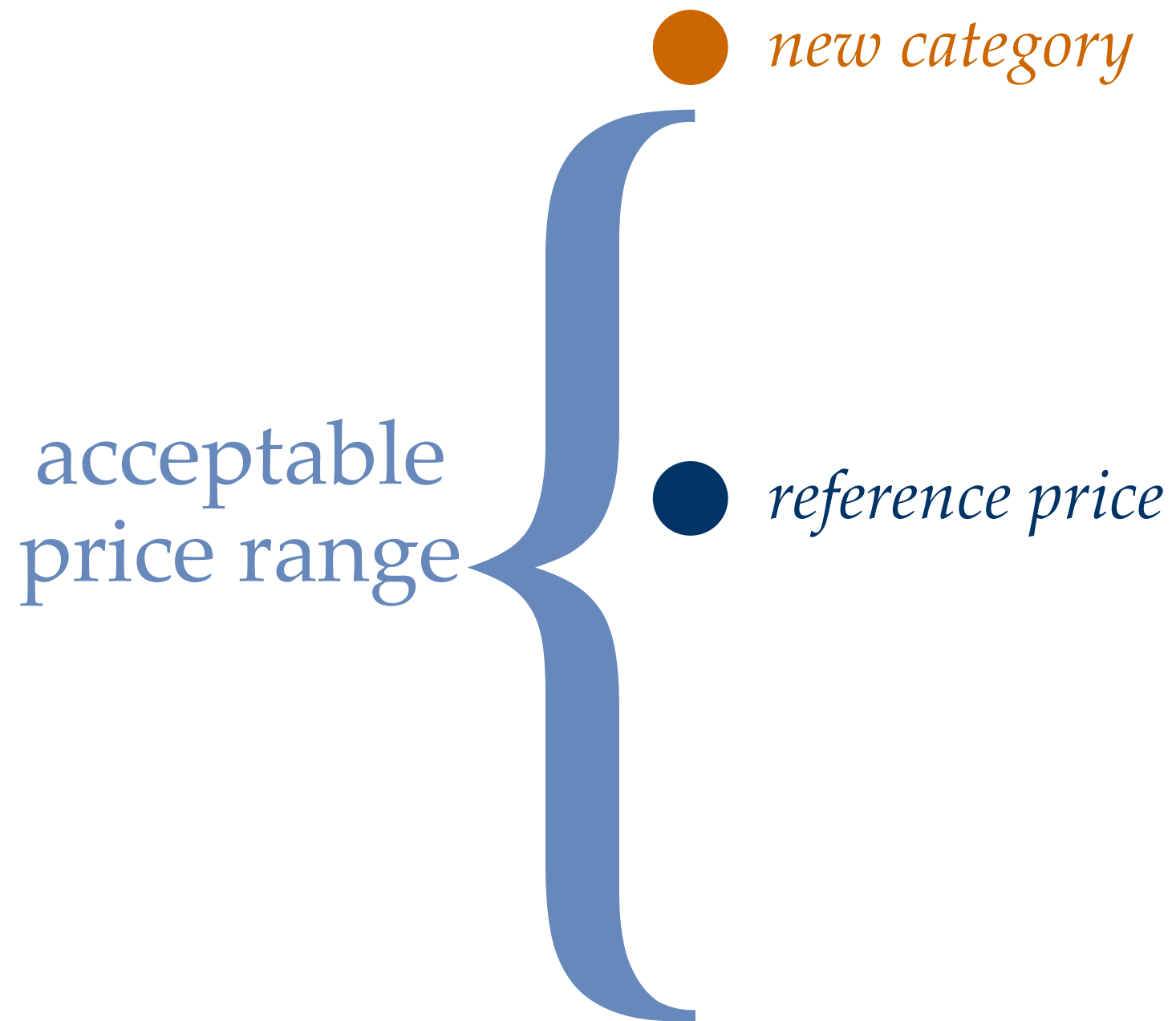
**communication**

acceptable  
price range



*reference price*

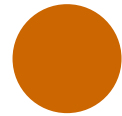




TED



acceptable  
price range



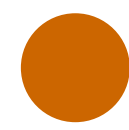
*your price*

*zone of  
indifference*

acceptable  
price range



*your price for Y*



*your price for X*

## Vanguard

A heavily subsidized first conference experience.

~~\$6,250~~  
**SOLD OUT**



## Standard

SUSTAINING IMPACT

Support of TED's mission and programs.

**\$12,500**

## Donor

SUBSTANTIAL IMPACT

An act of generosity that further supports TED's mission and programs.

**\$25,000**

## Patron

TRANSFORMATIVE IMPACT

This special 5-year membership is available for those who wish to further support TED's goals.

**Contact us**

## Included with a Standard Membership

- ✓ A five-day conference experience
- ✓ All conference meals
- ✓ Online networking access
- ✓ Conference video archive
- ✓ Access to TED Membership

**STANDARD DETAILS →**

**APPLY NOW**

[HOW DOES APPLYING WORK?](#)

A group of people are sitting around a table in a meeting or workshop. They are looking at papers and using markers. A blue banner with white text is overlaid on the image. The text reads "Don't be generic." The background shows a person with a brown backpack and a person with long hair holding a marker. The foreground shows a person's hand pointing at a diagram on a paper. There are also markers and a green mug on the table.

**Don't be generic.**

# NIGP PATHWAYS

# OTOLOGIC

OTOLARYNGOLOGY LEARNING NETWORK



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# 3 pillars of pricing

- value
- price
- communication



# How to Maximize Learner Engagement in Continuing Education and Professional Development

May 16, 1 to 2 pm Eastern



A scenic background image of a mountain range with snow-capped peaks and a stone path leading through a field of pink flowers in the foreground.

**LEARNING BUSINESS SUMMIT**  
**JANUARY 28-30, 2025**  
**ONLINE**

**<https://summit.leadinglearning.com>**

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**[www.leadinglearning.com](http://www.leadinglearning.com)**



**Pricing in a Post-Pandemic World**  
Maximizing Revenue

