

10 tips to help you get a price increase

Getting the right price for your products is not easy but when you follow our SKUFood process you will have a much greater chance of success. Getting a price increase is not as simple as telling your customers you have a great product and that your costs have increased so you need a price increase. It takes time and work. When you position it properly, they understand and see the rationale for the change.

1. Work in advance to create the environment where your customer understands the need for a price increase.
2. Anticipate and respect the windows your customers set for category and pricing reviews.
3. Demonstrate value to your customers every order to ensure they see the benefits of having your products on their shelf.
4. Share decisions you have made that will delay or reduce a price increase so your customers understand you are working hard to keep retail prices from increasing.
5. Your products must sell in the store so you must also demonstrate value to the consumer. When your customer understands the value your product delivers to the consumer, you can focus on the right price.
6. Use the facts to negotiate. You need to explain them to your customer and justify the right price with the facts.
7. Relationships with customers impact the price you can achieve for your products. Developing this relationship is a critical prerequisite to achieving the right price.
8. Monitor what is happening in the category to ensure your increase is in line with competitors and private label.
9. Realistic price increases have the best chance for success. You need to consider the impact on the retail price, your customers will.
10. Every customer has different priorities and it is your role to keep them satisfied, while ensuring that there is a level playing field.

If you would like help with managing your pricing and getting a price increase, we can help. Contact us at (902) 489-2900 or send an email to Peter@skufood.com.