



Key Takeaways from 2009 Conference: REBOUND! Play for Position.

An Economic Rebound is in Sight

- ✓ Strength and sustainability of the recovery remains uncertain
- ✓ Predictive analytics are more important than ever to manage remaining uncertainty
- ✓ Those who continued to invest in revenue generation capabilities managed the turmoil the best and are positioned to have a competitive advantage in the upturn

Worst Practices are Driven by Fear

- ✓ Indiscriminate discounting proved to be an ineffective way to protect volume
- ✓ Lowering price did not necessarily generate share
- ✓ Panicked prices conditioned many markets to expect an unsustainable level of discounting

Recovery Requires Decisive Action

- ✓ Continuing to “play defense” is not a strategy for success in the upswing
- ✓ Need to be smarter about regaining pricing power – must be proactive; can’t be “at the mercy” of the market
- ✓ There is a need to act fast, but overcorrection can be deadly
- ✓ New strategies must be subjected to rigorous analytics, control and benchmarking.

New Tools Facilitate Positive Change

- ✓ Business simulation systems, similar to flight simulators, can prepare for the unexpected and help formulate optimal strategies for any scenario
- ✓ Simulation scenario planning can build a consensus for change
- ✓ Fact-based decision making trumps experience and intuition

Focus on What Works

- ✓ Improving forecast accuracy generates greater ROI than any other effort
- ✓ Senior management leadership and communication in Pricing and Revenue Management is essential
- ✓ Re-organizations divert attention and resources from solving underlying issues

Mark your calendar!

The 2010 Revenue Management and Price Optimization Conference will be held Oct. 14-15 in Atlanta.
Visit www.revenuemanagementconference.com for more information.

CONFERENCE HOSTS:

