

12.12: Introduction to Pricing Techniques

What you'll learn to do: Examine pricing techniques used by retailers to increase sales and profits

Are the business objectives of increasing sales and increasing profits mutually exclusive? We may think that the easiest way to increase sales is to lower prices, and that will only serve to lower profits. Conversely, will higher prices lower sales but increase profits? We have seen how retailers do the math to calculate markup, gross margin and break even. But is there a way through strategic pricing and related elements to increase sales **and** profits together?

Contributors and Attributions

CC licensed content, Original

- Introduction to Pricing Techniques. **Authored by:** Bob Danielson. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)

12.12: Introduction to Pricing Techniques is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.

- **12.12: Introduction to Pricing Techniques** is licensed [CC BY 4.0](#).