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| **Across**  **2.** \_\_\_\_\_ pricing is setting your initial price low to attract as many customers as possible.  **5.** \_\_\_\_ pricing gives your product a bargain image. Customers relate to the first number more.  **7.** ROI is always expressed as a \_\_\_\_\_.  **11.** \_\_\_\_ discounts offer price reductions outside of the customary buying season.  **13.** \_\_\_\_ pricing gives it an image of better quality.  **16.** \_\_\_\_\_ price policy is when customers can negotiate price.  **19.** \_\_\_\_ oriented pricing is where price has no relation to cost or demand but you just price in line with competitors.  **20.** Price helps establish competitive edge, profits, and what?  **21.** \_\_\_\_ pricing is selling several complimentary products at one price.  **22.** \_\_\_\_ pricing is giving the product a real high price as a sign of status.  **23.** Value of money placed on good or service | **Down**  **1.** Offering products in a category at certain prices. Low-medium-high.  **3.** \_\_\_\_\_ pricing is purposely selling a product below cost to attract customers.  **4.** The formula for ROI is \_\_\_\_\_\_ divided by investment.  **6.** \_\_\_\_\_\_ = operating expenses divided by gross profit per unit  **8.** \_\_\_\_ pricing is lowering your price for a sale then returning the price to normal. Most temporary pricing.  **9.** \_\_\_\_ demand is when a change in price does not create a change in demand.  **10.** \_\_\_\_\_ oriented pricing is when you determine what customers are willing to pay. Customers pay different price for the same product.  **12.** \_\_\_\_ pricing is setting your price initially high when introducing the product to capitalize on demand.  **14.** \_\_\_\_\_ demand is when a change in price creates a change in demand.  **15.** \_\_\_\_\_ pricing is when you determine a percentage increase to add to cost.  **17.** 10 for $10 is an example of \_\_\_\_ pricing.  **18.** \_\_\_\_ discounts provide incentives to buy more. |