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PRICING

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|  |  |  |  |  |  |  |  |  |  |  | 7P |  E |  R |  C |  E |  N |  T |  A |  G |  E |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  | 8P |  |  |  |  D |  |  |  K |  |  |  | 9I |  |  |  | 10D |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  O |  | 15M |  |  R |  |  |  V |  |  K |  |  E |  |  |  |  M |  |  L |  |  |  |  |
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|  |  |  |  | 21B |  U |  N |  D |  L |  E |  |  |  L |  |  |  | 22P |  R |  E |  S |  T |  I |  G |  E |  |  |  |  |  |  |
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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. |