

Telecommunication Pricing Tactics and Strategies

***A Practitioner's Perspective for Innovators and
Disruptors***

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It's a Jungle Out There



Pricing Integrative Strategic Framework

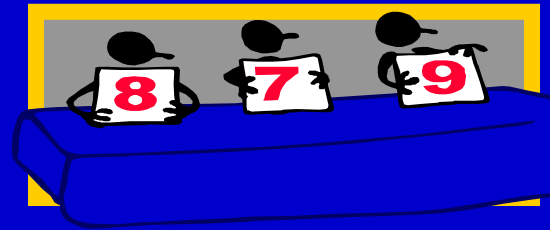


SUCCESS
**TECHNOLOGY ADOPTION AND GROUND-BREAKING
INNOVATION**

Pricing and Value

Strategic Pricing Leverages and Enhances

- “ Internal corporate systems*
- “ Strategies and strengths*
- “ External clients*
- “ Legal, organization and competitive constraints*
- “ Marketing mix.*



Innovative Pricing

“ Total Value
Selling

- “ *Price Performance Strategy*
- “ *International Pricing Tactics*
- “ *International Alliance Pricing*
- “ *Intelligent Vehicle Highway System*
- “ *VOIP (Voice over IP)*



Innovation Parameters

- “ Innovative Technology*
- “ Communicated Through Price*
- “ Long Term Business Asset*
- “ Value*
- “ End User Impact*



Conclusion

Pricing Pushes Away
Roadblocks to
Innovation



Pricing
*complements,
enhances and is
an integral part of
the overall
strategy.*

