

The webinar is about to start

Pricing & Covid-19 : adjusting your price strategy in times of crisis



LE CLUB DU PRICING
FRANÇAIS



TODAY'S WEBINAR WILL BE CONDUCTED AS AN INFORMAL INTERVIEW



Malik Rajan
Your host

Founder of The French Pricing Club

As the group pricing director for Rexel -world leader in electrical product distribution & services- Malik **has developed pricing initiatives in 19 countries from 2011 to 2017**. Prior to Rexel, Malik was a consultant at Oliver Wyman.

In 2017, Malik decided to found the French Pricing Club in order to **share knowledge, organize events and provide pricing consulting support** with the help of a network of affiliate consultants, **for more than 1700 pricing professionals in large French corporations**. Apart from pricing, Malik is passionate about marathon running, animation movies, wine & entrepreneurship.



Craig Zawada
Your speaker

Chief Visionary Officer, PROS

Craig Zawada joined PROS in 2010 and serves as its Chief Visionary Officer. He is responsible for creating and articulating the vision for how PROS **uses the latest technology to help companies drive incremental sales growth and profit improvement**.

Craig also works with new and existing customers to define the implementation path for these solutions to help them outperform in their respective industries. Prior to joining PROS, he was a **partner and leader in the Marketing & Sales Practice at McKinsey & Company**.



NIELSEN'S SIX CONSUMER BEHAVIOR THRESHOLDS OF COVID-19 CONCERN

#1 PROACTIVE HEALTH-MINDED BUYING	#2 REACTIVE HEALTH MANAGEMENT	#3 PANTRY PREPARATION
CONSUMER BEHAVIOR SHIFTS		
Interest rises in products that support overall maintenance of health and wellness.	Prioritize products essential to virus containment, health and public safety. E.g. face masks	Pantry stockpiling of shelf-stable foods and a broader assortment of health-safety products; spike in store visits; growing basket sizes.
COMMON COVID-19 EVENT MARKERS		
Minimal localized cases of COVID-19 generally linked to an arrival from another infected country.	Government launches health and safety campaign. Local transmission and / or first COVID-19 related death(s).	Small quarantines begin; borders close more broadly. Often represented by accelerating cases of COVID-19, but not necessarily by deaths.
#4 QUARANTINED LIVING PREPARATION	#5 RESTRICTED LIVING	#6 LIVING A NEW NORMAL
CONSUMER BEHAVIOR SHIFTS		
Increased online shopping, a decline in store visits, rising out-of-stocks, strains on the supply chain.	Severely restricted shopping trips, online fulfillment is limited, price concerns rise as limited stock availability impacts pricing in some cases.	People return to daily routines (work, school, etc.) but operate with a renewed cautiousness about health. Permanent shifts in supply chain, the use of e-commerce and hygiene practices.
COMMON COVID-19 EVENT MARKERS		
Localized COVID-19 emergency actions. Restrictions against large gatherings; schools and public places close down. Percentage of people diagnosed continues to increase.	Mass cases of COVID-19. Communities ordered into lockdown. Restaurant closures, restrictions on small gatherings.	COVID-19 quarantines lift beyond region/country's most-affected hotspots and life starts to return to normal.

NOTE: These represent TYPICAL markers of these stages but are not always consistent, especially with number of cases or deaths

We are currently at stage 5

Economic situation

- War economy
- 25% of workers of the private sector in France have been forced to unemployment
- More erratic supply for high-demand products

Impact on consumer behavior

- Drastic reduction of purchase frequency
- Increased consumer sensitivity around prices...
- ...but higher willingness to pay for high-demand packaged goods, hygiene & health products

How should this translate into our pricing strategy?

