

Invitation to “More or Less: Pricing for Profit”, a free Ready Set Grow webinar

Pricing - competitive weapon or treacherous minefield?

Join us on Tuesday June 1 for this *free* webinar: “**More or Less: Pricing for Profit**”.

Price too high and you are out of the running. Price too low and you've left valuable dollars on the table. How do you decide? Pricing decisions are an integral part of your market positioning and pricing strategy needs to be part of your overall go-to-market strategy. While there is no crystal ball, using market and competitive analysis can help you choose the pricing strategy that optimizes your prospects. And ongoing monitoring can enable you to adjust to optimize your results.

Join us on June 1 to learn how to navigate the pricing maze.

There is no cost to attend, but space is limited, **so sign up now!**

You can register at: <http://www.innovationcentre.ca/events>

Please forward this invitation to others who might benefit from this event.

The session takes place on **Tuesday June 1, 2010 at 12:00 EDT**. Sessions are accessible over a standard web-browser. Attendees will receive access to a recording of the event, along with the Ready, Set, Grow Resource Guide, which captures the content of the series.

About Ready Set Grow

The Ready Set Grow webinars are a resource for emerging and established Canadian Technology companies to help them accelerate their growth.

Visit <http://www.innovationcentre.ca/resources/white-papers> for access to free downloads of material from past webinars,

The series is being presented by the Canadian Innovation Centre and the Technology Marketing Resource Centre in collaboration with the Canadian Advanced Technology Association (CATA).

The Ready Set Grow series is sponsored by the Business Development Bank of Canada (BDC).