



**RESOURCE LIBRARY  
REVENUE MANAGEMENT  
Ten Ways to Increase**

*CODE:* 06.01.023

*EDITION:* 1

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## Ten ways to 'increase' prices without increasing price

1. Revise the discount structure
2. Change the minimum order size
3. Charge for delivery and special services
4. Invoice for repairs on serviced equipment
5. Charge for engineering, installation
6. Charge for overtime on rushed orders
7. Collect interest on overdue accounts
8. Produce less of the lower margin models in the line
9. Write penalty clauses into contracts
10. Change the physical characteristics of the product