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empresa



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CONSULTANCY

Organization

Operations and management

Business

Transformation

Positioning

HR

COACHING

Accompanying leaders in
change management

Support for decision making

Skills development

WORKSHOPS

Pricing and profitability mgmt

GROWTH

Account management skills

Transformation

Design thinking

STUDIES

Ad Market & Agency Profile
(AdMAP)

Digital maturity

PARTNERSHIP

Strategic partnerships for
business development

WORKSHOP

PRICING AND PROFITABILITY MANAGEMENT FOR AD AGENCIES

SYNOPSIS

The workshop proposes a participatory activity in which we cover the best practices for agencies about commercial, price, cost, resource, administration and finance management, within the framework of the concepts of the book "[You can heal your agency](#)".

We cover the entire process in a practical way, starting with the calculation of costs and the overhead, to building a price based on resources. We apply models and scenarios of price adjustments, management, evaluation and analysis of profitability.

It has been designed for managers (delivery or operations teams), finance and administration teams, but essentially for non-financiers, because explains in a simple way the basic concepts and practice of financial management in agencies along with profitability management.

We highlight the importance of management through data and we adapted corporate management methodologies to take full advantage of these best practices in a simple way.

Attendees will take away the complete pricing and management methodology, including concepts, formulas and spreadsheets for immediate application.

CONTENT

Activity to break the ice and create an initial setup.

- The vicious cycle of value
- Value and Price
- The scope of work (SOW)
- Utilization (Ex. 1)*
- The concept of "People for sale" and its impact on price (Ex. 2)*
- Overhead how to apply to price calculation (Ex. 3)*
- Price calculation methodology (Ex. 4)*
- Price negotiation, variables and impact
- Effective ways of improving profitability
- Managing profitability (Ex. 5)*
- Simplified management methodology (Ex. 6)*
- Management tools and indicators (KPIs)

* Modules with theoretical development and practical exercises in Excel

GENERAL

Modality: on site or online.

Who's it for: top management, client service, any delivery or operations manager and administrative and finance teams, all levels. Attendees must bring laptop and have basic Excel skills.

Duration:

ON SITE: full day (8 hours including breaks, lunch and Q&A)

ONLINE: 4 (four) sessions 2,5 hours each.

Last session dedicated to adapting the methodology to the agency.

Cost: u\$D 2.000.-

Invoice issued from USA. The amount should be net to be received in an account in Citibank USA and does not include taxes, banking fees, withholding or any other costs.