

**Event contact:**

Jim Poole, Membership Development Manager  
The James J. Hill Reference Library  
jimpoole@jjhill.org  
651.265.5555

## Media Alert

# Pricing For Tough Times

## Smarter Business Talk Event at The James J. Hill Reference Library

**What:** Pricing For Tough Times at the James J. Hill Reference Library in St. Paul, MN

As part of its nonprofit mission in St. Paul, the Hill Library presents a venue for experts to speak to small businesses so they can learn about ideas that otherwise would remain available only to much larger enterprises.

---

**When:** Friday, June 19, 2009 – 12:00 p.m. – 1:00 p.m. – OVER LUNCH

---

**Where:** 80 West Fourth Street, St. Paul, MN 55101

---

**Highlights:** Navdeep Sodhi will help business people learn how to execute their pricing strategies most effectively.

**Details:** Pricing expert Navdeep Sodhi will demonstrate how to execute a pricing strategy most effectively. Pricing is a major worry for businesses already facing shrinking sales in the current economy. But businesses can have far more control over pricing than they may realize. Navdeep will discuss how to improve a company's processes for making pricing decisions and executing them effectively.

The presentation will address the following questions/issues: How to analyze pricing process; how to get pricing operations in line with pricing and sales strategy; and how to sustain profits through superior price execution despite changes in company's internal and external environments.

Navdeep S. Sodhi is the Managing Director of Six Sigma Pricing, a pricing consultancy based in Minneapolis and London. He is the co-author of the book, *Six Sigma Pricing: Improving Pricing Operation to Improve Profits*. His articles have appeared in the *Harvard Business Review*, *Minnesota Business* and the *Journal of Pricing* and he has received the Award of Excellence from the Professional Pricing Society. Visit [www.iSixSigmaPricing.com](http://www.iSixSigmaPricing.com) or email him at: [Navdeep@SixSigmaPricing.com](mailto:Navdeep@SixSigmaPricing.com).

**Cost:** \$25 for Hill Library Members; \$35 for Non-members

---

**Notes:** News photography and filming at the event permitted. Media access to the event at no charge.

###

*The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.*

More information at [www.jjhill.org](http://www.jjhill.org).

For public relations, please contact Matthew Bellin at [mbellin@jjhill.org](mailto:mbellin@jjhill.org) or 651.265.5442.