



Registration  
Deadline has  
been Extended  
to Monday,  
February 17

# “Street Smart Pricing”

## Advanced Concepts and Strategies in Preparing Your Cost Proposals

Presented by:

**Brian Greenberg, CPCM, Fellow and Jeff Klein**  
Directors of Contracts, ViaSat, Inc.

NCMA San Diego is pleased to present a full day seminar on “Street Smart Pricing”. This seminar will cover how to optimize pricing strategies related to engineering & program management services, hardware, software and managed services. Participants will learn how to assess pricing issues and determine the best tactical pricing methodologies to be competitive and maximize profits. Participants will leave this seminar “street smart” and ready to implement the newly learned advanced concepts. The information presented in this seminar will be beneficial to professionals in Contracts, Subcontracts, Pricing, Finance, Business Development and Program Management.

**16 PRICING STRATEGIES**  
 “PRICE TO WIN”  
 “PRICE TO PROFIT”  
 “PRICE TO BUDGET”  
 “PRICE TO MARKET”  
 “CREEP-IT-UP” or “CREEP IT DOWN”  
 “GET-WELL-LATER”  
 “DIAL-A-RATE”  
 “THROW-AWAY RATES”  
 “PMQ”  
 “DEDICATED COST CENTERS”  
 “THE MANYEAR GAME”  
 “ESCALATE THROUGH PROMOTIONS”  
 “KEY PERSON – DEAL OR NO DEAL”  
 “SQUEEZE THE SUB”  
 “MAKE IT UP IN VOLUME”  
 “LBTHOOITTBAGANJ”



**Date:** Wednesday, February 19, 2013



**Time:** 8:00am to 4:00pm  
 Registration, breakfast and networking at 8:00am  
 Presentation commences promptly at 9:00am



**Location:** ViaSat, Inc., 6155 El Camino Real, Carlsbad, CA 92009  
 Proceed to “Founder’s Hall” in Building 4



**Cost:** \$150 for NCMA Members  
 \$200 for Non-Members



**Food:** Registration includes breakfast buffet, lunch buffet, afternoon snack and assorted beverages.



**How to Register and Pay:** **The registration deadline has been extended until Monday, February 17.** Register online at [www.ncmasd.org](http://www.ncmasd.org) or email the attached registration form to [Arrangements@ncmasd.org](mailto:Arrangements@ncmasd.org). Payment may be made at the door or by PayPal. Please see details on the registration form.

# Registration Form

for

## Street Smart Pricing

**Date:** Wednesday, February 19, 2014      **Time:** 8:00am – 4:00pm  
**Location:** ViaSat, Inc. Building 4,      **Cost:** \$150 for NCMA members  
 6155 El Camino Real "Founder's Hall"      \$200 for non-Members  
 Carlsbad, CA 92009

**The registration deadline has been extended until Monday, February 17.**

**Registration Deadline has been Extended to Monday, February 17**

### How to Register



Register online at [www.ncmasd.org](http://www.ncmasd.org)

OR



Email this completed form to [Arrangements@ncmasd.org](mailto:Arrangements@ncmasd.org)

### How to Pay

Pay at the door via cash, check or credit card



OR

Pay with credit card via PayPal (preferred)



**Checks:** Please make payable to "National Contract Management Association – San Diego Chapter." Checks must be for US funds only.

**Credit:** NCMA San Diego accepts Visa, MasterCard, Discover and American Express.

**Money Orders and Travelers Checks:** NCMA San Diego does not accept money orders or traveler's checks.

A \$10 discount, per organization, is available when five or more people concurrently register and pay from the same organization.

**The Chapter is charged for those who register but do not attend; therefore, all no shows will be billed.**

If you don't receive confirmation of registration within three business days please contact Dianne Cherniak at 858-625-2225.

### Participant Information

#### Contact Information:

Name: \_\_\_\_\_ Email: \_\_\_\_\_ NCMA Membership No.: \_\_\_\_\_  
 Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

**Amount Payable:**  \$150 for Members       \$200 for Non-Members

**Payment:** (please indicate payment method)       At the Door       Online via Pay Pal



Registration includes breakfast buffet, lunch buffet, afternoon snack and assorted beverages.

[Join Now](#)

#### Interested in Becoming a NCMA Member?

Go to [www.ncmahq.org](http://www.ncmahq.org) to learn more about membership benefits and dues.

# Directions

to

## ViaSat, Inc. (Building 4, Founder's Hall)

### Directions to ViaSat from I-15

- Take I-15 to Hwy 78 West onto San Marcos Blvd.
- Turn left and follow it southwest for approximately 8 miles to El Camino Real.
- Turn left on El Camino Real (Southbound) and go to the second driveway on the right just past Lowe's.
- To get to **Founders Hall (Bldg 4)** go down the same driveway and turn right into the parking lot behind Building 4.

### Directions to ViaSat from I-5

- Exit onto Palomar Airport Rd, and head East (away from the Pacific Ocean).
- Turn right on El Camino Real and go to the second driveway on the right.
- To get to **Founders Hall (Bldg 4)** go further down the same driveway and turn right into the parking lot behind Building 4.

