**Dynamic Pricing Success Stories Toolkit**

**Turn Real-World Examples Into Profit-Boosting Action**

*This toolkit lets users map out their own dynamic pricing experiments, track results, and learn from proven “character-driven” case studies like Tariq and Aisha.*

**1. Dynamic Pricing Assessment Quiz**

**“Is Your Store Ready for Dynamic Pricing?”**  
Check Yes/No for each:

|  |  |  |  |
| --- | --- | --- | --- |
| # | Question | Yes | No |
| 1 | Do you currently adjust prices for fuel, coffee, or hot food during the day? |  |  |
| 2 | Can you identify your store’s slowest and busiest sales hours? |  |  |
| 3 | Are you using your POS or sales reports to guide pricing decisions? |  |  |
| 4 | Have you run a short-term pricing experiment in the last month? |  |  |
| 5 | Is your team comfortable explaining price changes to customers? |  |  |
| 6 | Do you track profit margin by daypart (morning, lunch, night)? |  |  |
| 7 | Have you set up signage or digital menus that make price changes easy? |  |  |

**Score:** \_\_\_\_ / 7

*6–7: Ready for advanced tactics!*

*4–5: Start with a small test.*

*0–3: Begin with basics below.*

**2. Success Story Case Study Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Character Name (or Real Employee) | Store Type | Challenge Faced | Dynamic Pricing Strategy Used | Result (% margin, $ profit, etc.) | Lessons Learned |
| Tariq | Highway, fuel-heavy | Low overnight fuel margin | Raised prices from 1–5 a.m. by 5¢ | +12% fuel margin in 30 days | Monitor competitors |
| Aisha | Urban, deli focus | Waste in lunch hot food | Lowered prices by $1 after 2 p.m. | +9% lunch item sales, less waste | Use digital signage |
| [Your Story Here] |  |  |  |  |  |

**3. My Store’s Dynamic Pricing Pilot Plan**

**A. Choose a Product/Category:**

**B. What’s Your Challenge?**  
(Ex: Slow coffee sales after 10 a.m.; waste on breakfast sandwiches; competition cutting fuel price at night)

**C. Pick Your Test Period:**

Start Date: \_\_\_\_\_\_\_\_\_\_\_\_ End Date: \_\_\_\_\_\_\_\_\_\_\_\_

**D. What Will You Change?**

* Price up or down?
* Time of day?
* Promotion/Signage needed?

**E. Success Metric(s):**

(Ex: Margin %, # units sold, $ profit, waste reduction)

**4. Pilot Result Tracking Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Time of Day | Price Set | Units Sold | Margin (%) | Notes/Observations |
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**5. Lessons Learned & Next Steps**

* What worked best in your pilot?
* Did you face any pushback from customers or team?
* What would you change for your next test?
* Which character’s story was most like your own—and what can you borrow from their playbook?

**6. Peer Story Submission Template**

Encourage staff or readers to contribute their own “Tariq moment”:

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Store Type:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dynamic Pricing Tactic Used:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Outcome:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Advice to Others:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Weekly Dynamic Pricing Brainstorm**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | New Idea to Test | Who’s Responsible | When to Review Results? | Notes |
|  |  |  |  |  |
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