# The Price Matrix

Please note that you are creating pricing for the current activity, at the current location, for the current term. SwimSoft Online will automatically roll pricing from term to term, so you only have to create a price matrix once and then manage changes as they occur.

Below is a Price Matrix example. You will see that you can charge clients based on their membership type, lesson duration and lesson type (called the differentiator).

| Price List Name | | Fees | | |
|---|---|---|---|---|
| Differentiator | Duration (Mins) | Standard | Staff | NHS |
| Group Lessons | 30 | £7.50 | £3.75 | £6.75 |
| 1 2 1 | 30 | £20.00 | £10.00 | £18.00 |
| 2 2 1 | 30 | £10.00 | £5.00 | £9.00 |
| 4 Max | 30 | £8.00 | £4.00 | £7.20 |
| Group Lessons | 45 | £10.00 | £5.00 | £9.00 |

## Price lists and fees

The Price Matrix has two key components, the **Price list Name** and **Fee.**

Price List Names are split into two elements called a **Price Differentiator** and **Duration** (in Minutes). The differentiator's purpose is to allow you to differentiate between different types of courses and lessons, for example, you would normally charge a higher amount for a private lesson than you would for group lessons. As you build courses, one of the elements you'll be asked to specify is the differentiator so SwimSoft has one of the key elements it needs to work out what a client should be charged.

The second element of the Price List Name is the lesson Duration, it is normal to charge more for a longer session. You will find that you also have to specify the lesson duration when you create courses, SwimSoft also uses this information to bill clients.

Once you have combined the Price Differentiator and the Duration you have created a Price List Name.

As you create Price List Names you slowly start to build your Price Matrix. The example below shows how you might create your matrix to support group lessons of different lengths, small sessions such as 121's and 221's or a premium lesson where you have a maximum of four in a group.

| Price list | | Fees |
|---|---|---|
| Differentiator | Duration in Minutes | |
| Group Lessons | 30 | |
| 1 2 1 | 30 | |
| 2 2 1 | 30 | |
| Group lessons | 45 | |

## Adding memberships

The second element of the Price Matrix are the Fees which in turn are split into Membership Types, these control the amount a specific type of client will pay for a lesson.

For example, staff may get 50% off fees whilst key workers such as NHS staff will be charged 10% less. Below you can now see a fully configured Price Matrix, you can have as many different elements as you need, just remember the simpler you can keep it the easier it is to maintain.

| Price List | | Fees | | |
|---|---|---|---|---|
| Differentiator | Duration (Mins) | Standard | Staff | NHS |
| Group Lessons | 30 | £7.50 | £3.75 | £6.75 |
| 1 2 1 | 30 | £20.00 | £10.00 | £18.00 |
| 2 2 1 | 30 | £10.00 | £5.00 | £9.00 |
| Group lessons | 45 | £10.00 | £5.00 | £9.00 |

## Creating and configuring a price matrix

Before you can set up your Prices Matrix you must define your Membership Types if you have not defined these, return to the **Main Menu** select **System Configuration** and then **Membership Types.**

## Setting up a price list

This document assumes that you are on a **Price Matrix** page if you are not select the **Activity and Location** you want to work with then press **Activity Configuration** followed by **Price Matrix.**

Start by pressing **Manage Price Lists**, this will open the **Price List Management** page where you combine Differentiators with Durations to create price list names. You will need to create differentiators first, press the **drop-down** against the Price Differentiator field and select the **Add/Edit** option. This will open the **Price Differentiator Management** page.

## Price Differentiators

Enter the differentiators you require, try to create as few differentiators as possible as this will make it easier to manage pricing in the future.

Once you have created the Differentiators you want to press the **Exit** button to return to the **Price List** page.

On the **Price List** page use the **Differentiator drop down** and the **Duration** field to define your price lists. Typical entries here would be Group Lessons - 30 minutes, Group Lessons - 60 minutes, 121- 20 minutes. After you have created your Price List Names press **Exit** to return to the **Price Matrix** page.

The final stage is to enter your prices remembering you are entering a price per lesson, per student.