The main goals of pricing in market conditions are profit maximization, market penetration and creation of a favorable economic climate.

As a result of the carried out analysis the following are drawn 1) the price of drilling equipment and tools is one of the main factors of management of scientific and technical product in the sphere of exploration drilling; 2) consumer price of the final produce has started to play the leading role in pricing of the drilling equipment; 3) the price of scientific and technical product depends on developer, producer and user of new drilling equipment; 4) pricing at each stage of innovation program requires development of a technique to evaluate useful qualities of drilling equipment and tools depending on peculiarities of their application; 5) one of the main purposes of drilling equipment is to raise the quality of exploration works and the price of new drilling equipment should take this factors into account.

A complex evaluation of influence of scientific and technical produce achievements on activities of a particular exploration works is required.