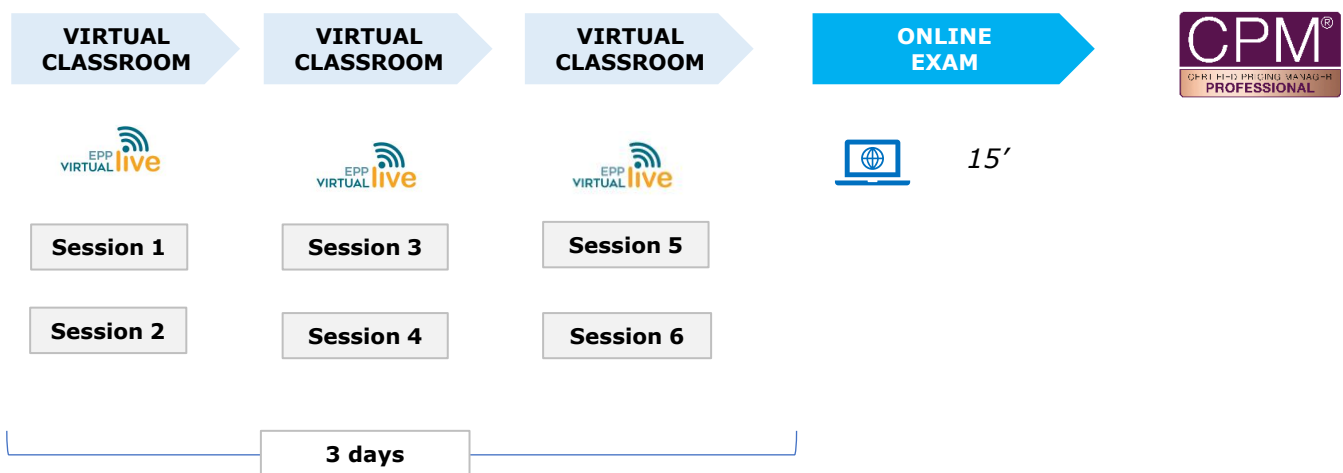


### **CERTIFIED PRICING MANAGER PROGRAM LEVEL 1**

#### **VIRTUAL-LIVE FORMAT + online exam**

This program will be offered as virtual-live sessions and will include regular breaks and significant interaction with faculty and other participants. Certification on level 1 is based on an online exam. All times are CET.

### Flow Overview



### Topic Overview

#### Day 1 – 01/12

##### **SESSION 1 : REFLECTIONS ON PRICING**

- > Acquaintance group
- > Reflections on the impact of pricing
- > What can we learn from Julia Roberts ?
- > What is a 'good' price ?

09.00 – 10.30 CET

##### **SESSION 2 : THE PATH TO PRICING EXCELLENCE**

- > Is there a proven path to pricing excellence ?
- > Introduction to the EPP Pricing Maturity Model
- > Reflection : where are you ? What will be your priorities for the next 12 months ?

11.00 – 12.30 CET

## Day 2 – 02/12



### **SESSION 3 : Installing your 8 vital margin improvement projects**

- > Your vital pricing analytics
- > 8 margin improvement projects

9.00 – 11.30 CET



### **SESSION 4 : Pricing plans and Price setting techniques**

- > The 31 most used pricing plans
- > The 11 most used price setting methods
- > Product line pricing

11.00 – 12.30 CET

## Day 3 – 03/12



### **SESSION 5: Value Based Pricing : process and tools**

- > The process of value based pricing
- > Closing the knowledge gaps
  - > Price segmentation
  - > Understanding willingness to pay
  - > Understanding price elasticity

09.00 – 10.30 CET



### **SESSION 6 : Economic Value Calculation**

- > The process and technique of value calculation
- > Case
- > Open space Q&A

11.00 – 12.30 CET

Consult with your Learning Program Manager : Ripsime Matevosian  
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