

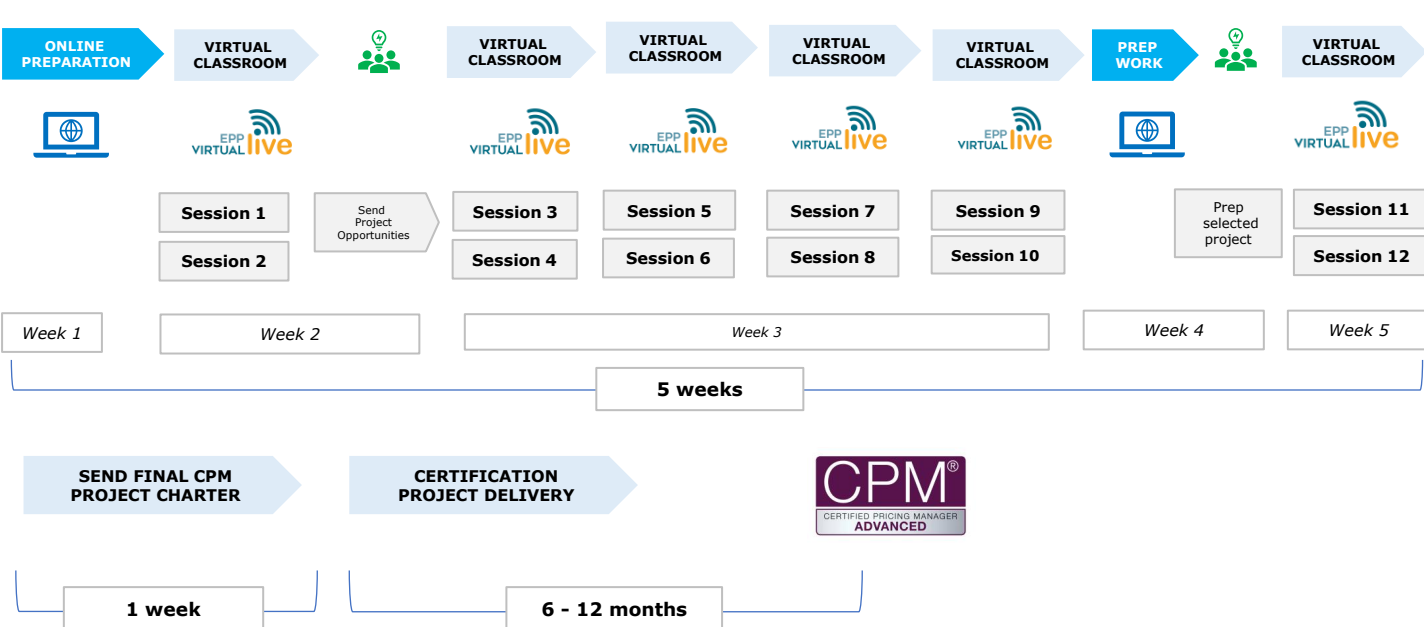


CERTIFIED PRICING MANAGER PROGRAM Level 2 BLENDED FORMAT (ONLINE AND LIVE VIRTUAL)

This blended program (online and live virtual) will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants.

All times are CET.

Flow Overview



Topic Overview

Week 1: Start on Monday 09/11



PREP WORK

- > Pre-reading : e-book Crossing the Pricing Chasm
- > Prep work : fill in the PMI (EPP Pricing Maturity Assessment)



Day 1: 17/11

SESSION 1 : KICK OFF THE PROGRAM

- > Acquaintance group
- > Meet the faculty
- > About the level 2 program : program overview, learning goals, modules, timing,
- > About the EPP e-learning platform (discussion room)

09.00 - 10.30 CET



SESSION 2 : THE EPP PRICING MATURITY ROADMAP - INTRO

- > The EPP Pricing Maturity Roadmap – how to use it
- > Prep work intro

11.00 - 12.30 CET



ACTION

- > What are your top 3 priorities in your pricing maturity roadmap for the next 12 months ? Do not worry, we will re-evaluate the priorities after the program !



**YOU HAVE 1 WEEK
TO SEND THE PRICING PROJECT
OPPORTUNITIES CHARTER TO EPP**



Day 2: 23/11



SESSION 3 : The 7 essential margin improvement projects

- > Overview of the 7 essential margin improvement projects
- > The enablers
- > Your vital pricing analytics : overview

09.00 - 10.30 CET



SESSION 4 : The 7 essential margin improvement projects part 2

- > Overview of the 7 essential margin improvement projects
- > The enablers
- > Your vital pricing analytics : overview

11.00 - 12.30 CET

Day 3 24/11



SESSION 5 : Installing your vital pricing analytics

- > Before you can start product & client segmentation
- > Installing your pricing analytics
- > Visualization tools + pricing software support

09.00 - 10.30 CET



SESSION 6 : Installing your price policy

- > Installing transactional price control : floor & target pricing
- > Peer pricing concept
- > Installing price portfolio consistency

11.00 - 12.30 CET

Day 4 26/11



SESSION 7 : Discount & surcharge policy

- > Installing your discount policy : types of discounts, how to define and implement them
- > Installing surcharge policy : types of surcharges, how to define and price them
- > Installing CTQ to embed the pricing rules

09.00 - 10.30 CET



SESSION 8 : Discount & surcharge policy part 2

- > Installing your discount policy : types of discounts, how to define and implement them
- > Installing surcharge policy : types of surcharges, how to define and price them
- > Installing CTQ to embed the pricing rules

11.00 - 12.30 CET

Day 5: 27/11



SESSION 9 : Becoming a trusted pricing advisor

- > How to get influence in the organisation ?
- > How to align with sales ?
- > How to get influence and buy-in from top-management ?

09.00 - 10.30 CET



SESSION 10 : Installing your pricing organization & KPI's

- > Your effective level 2 pricing team
- > Installing your level 2 pricing KPI dashboard

11.00 - 12.30 CET

Week 4



PREP WORK

- > Pre-reading : starting your CPM project
- > Re-evaluate your top 3 pricing priorities for the next 12 months



Week 5

Day 6: 7/12



SESSION 11 : Change Management

- > Change management basics
- > Price negotiation



SESSION 12 : PEER MEET-UP TO DISCUSS YOUR PRIORITITES

- > Present your top 3 priorities in your pricing maturity roadmap for the next 12 months
- > Select your CPM project



ACTION

- > Prepare your CPM Project Charter



**YOU HAVE 1 WEEK
TO SEND YOUR CPM
PROJECT CHARTER**

Consult with your Learning Program Manager : Ripsime Matevosian
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