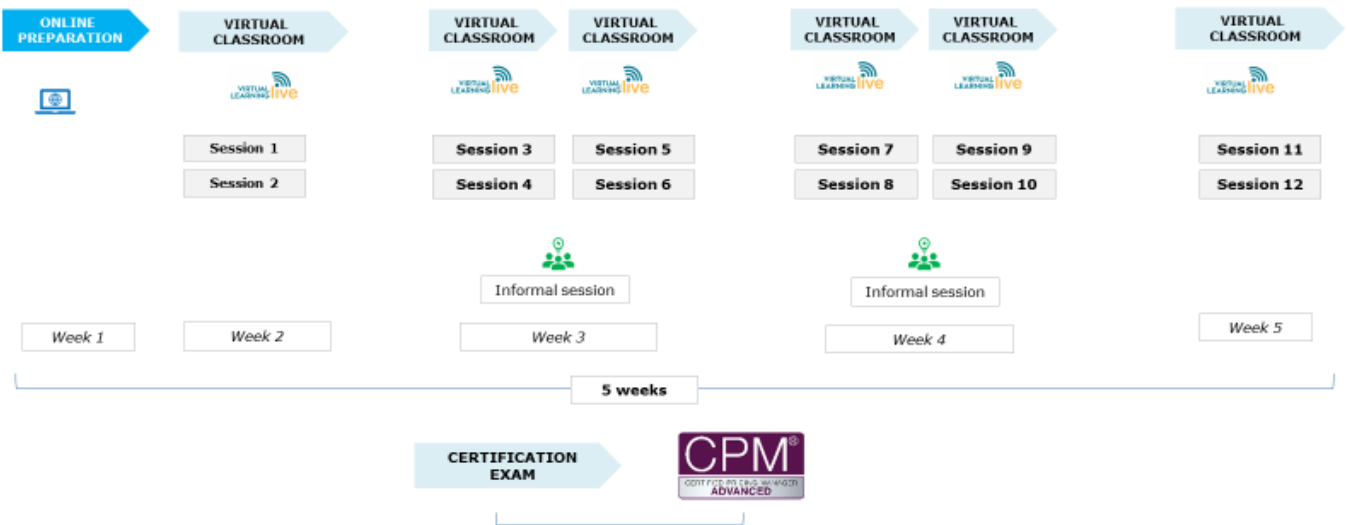


CERTIFIED PRICING MANAGER PROGRAM Level 2 BLENDED FORMAT (ONLINE AND LIVE VIRTUAL)

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

17/05



PREP WORK

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



27/05

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)

08.30 - 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 - 13.00 CET



03/06



SESSION 3 : The 7 essential margin improvement projects

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

08.30 - 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 - 13.00 CET

04/06



SESSION 5 : Installing your vital pricing analytics

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

08.30 - 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 - 13.00 CET

Informal session

- ✓ Q&A session
- ✓ Networking

15.00 - 16.00 CET

10/06

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

08.30 - 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 - 13.00 CET

11/06

SESSION 9 : Becoming a trusted pricing advisor

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

08.30 - 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 - 13.00 CET

Informal session

- ✓ Q&A session
- ✓ Networking

15.00 - 16.00 CET

17/06

SESSION 11 : Change Management

- > Change management basics
- > Price negotiation

08.30 - 10.30 CET

SESSION 12 : Pricing maturity

- > Your pricing maturity roadmap for the next 12 months
- > Information about the CPM Exam
- > Q&

11.00 - 13.00 CET

Consult with your Learning Program Manager:
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