

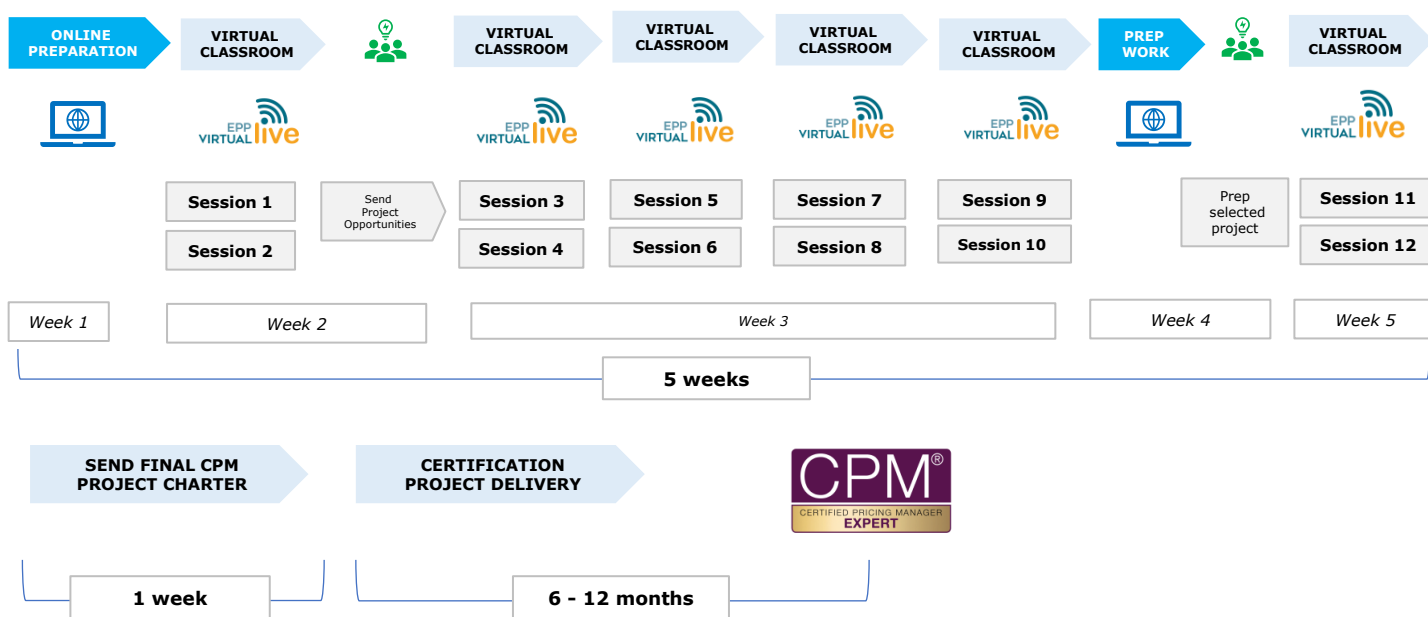


CERTIFIED PRICING MANAGER PROGRAM Level3 BLENDED FORMAT (ONLINE AND LIVE VIRTUAL)

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: 18/11



SESSION 1 : KICK OFF THE PROGRAM

- > Acquaintance group
- > Meet the faculty
- > About the level 3 program : program overview, learning goals, modules, timing,
- > About the EPP e-learning platform (discussion room)

14.00 - 15.30 CET



SESSION 2 : THE EPP PRICING MATURITY ROADMAP – INTRO - OPTIONAL

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

16.00 - 17.30 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 : Leading global pricing**

- > Leading a global/regional pricing team
- > Contributing to your corporate profit model

14.00 - 15.30 CET

**SESSION 4 : Developing a global (regional) pricing strategy**

- > Defining the elements of a 'good' price strategy
- > The building blocks and process to formulate a global/regional pricing strategy
- > Best practices implementing a regional pricing strategy
- > Defining your own process

16.00 - 17.30 CET

Day 3 24/11

**SESSION 5 : Deploying and influencing your channel pricing**

- > Defining an investigating your go2market channels
- > Getting strategic influence in the multi channels
- > Turn gathered competitive pricing intelligence into actionable advice in the commercial organization

14.00 - 15.30 CET

**SESSION 6 : How data science is influencing pricing**

- > Latest evolution in data science for pricing
- > Best practice sharing how to use data science in pricing
- > How to organize your data science team within pricing

16.00 - 17.30 CET

Day 4 26/11

**SESSION 7 : Implementing dynamic pricing in B2B and B2C**

- > What dynamic pricing means for B2B, B2C
- > The roadmap to implement dynamic pricing 1.0 (rules based)
- > The roadmap to implement dynamic pricing 2.0 (pricing as a system)

14.00 - 15.30 CET

**SESSION 8 : Innovative pricing**

- > What are the newest pricing models ?

16.00 - 17.30 CET

Day 5 27/11

**SESSION 9 : Getting marketing and sales aligned around pricing**

- > How to align sales and marketing around your price strategy?

14.00 - 15.30 CET

**SESSION 10 : Leading the change as level 3 pricing champ**

- > Leading the change
- > Setting up your effective pricing organization
- > Leading a pricing software roll-out
- > Installing a level 3 pricing KPI dashboard
- > Reflection on personal roadmap

16.00 - 17.30 CET



PREP WORK

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



Day 6: 7/12



SESSION 11 : Interactive session

SESSION 12 : PEER MEET-UP TO DISCUSS YOUR PRIORTITES



- > 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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