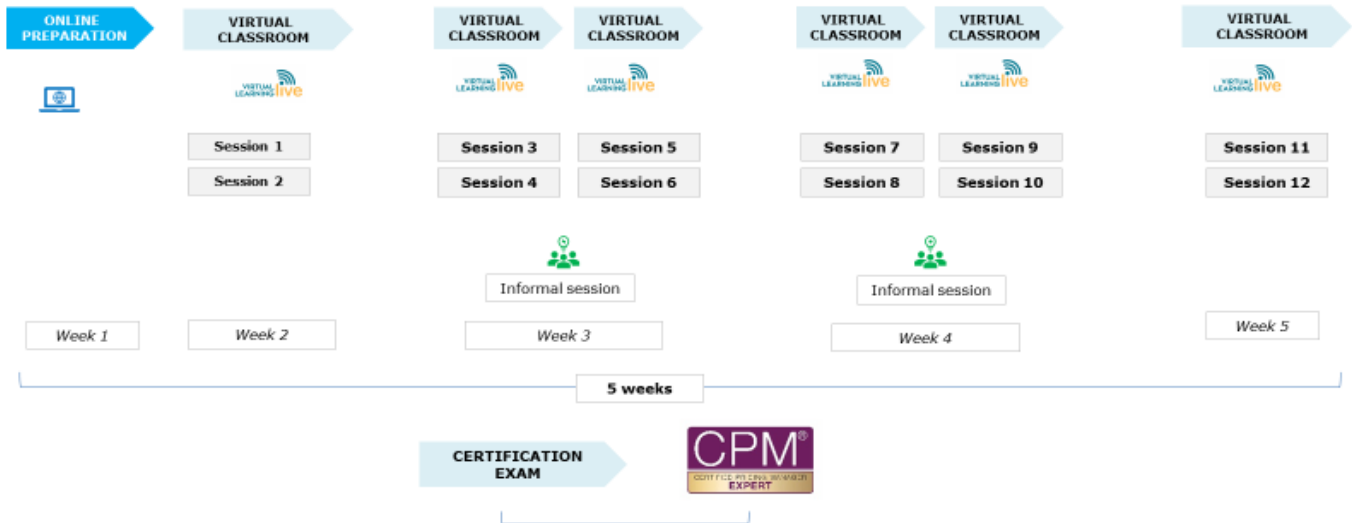# CERTIFIED PRICING MANAGER PROGRAM Level3
BLENDED FORMAT (ONLINE AND LIVE VIRTUAL)

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

31/05

PREP WORK

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

08/06

EPP VIRTUAL live

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)

08.30- 9.30 CET

EPP VIRTUAL live

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

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

10.00 – 12.00 CET

15/06

SESSION 3 : Leading global pricing

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

08.30 – 10.30 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

11.00 – 13.00 CET

16/06

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

08.30 – 10.30 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

11.00 – 13.00 CET

Informal session

✓ Q&A session
✓ Networking

15.00 – 16.00 CET

22/06

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)

08.30 – 10.30 CET

SESSION 8 : Innovative pricing

> What are the newest pricing models ?

11.00 – 13.00 CET

23/06

SESSION 9 : Getting marketing and sales aligned around pricing

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

08.30 – 10.30 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

11.00 – 13.00 CET

Informal session

✓ Q&A session
✓ Networking

15.00 – 16.00 CET

29/06

SESSION 11 : Interactive session

08.30 – 10.30 CET

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

11.00 – 13.00 CET

Consult with your Learning Program Manager:
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