EPP

AI & Pricing
Leveraging AI for Competitive Advantage

About the Online Course

AI & Pricing - Leveraging AI for competitive advantage is designed to equip participants with the essential tools and insights for making informed pricing decisions that drive value and profitability.

The course provides a comprehensive journey into understanding the fundamentals of AI and Large Language Models (LLMs), covering the core mechanics and responsible interaction (do's and don'ts). It also explores diverse AI tools, including comparing leading LLMs like ChatGPT, Claude, and Gemini for pricing fit, and examining the next frontier of Agentic AI.

Participants will learn powerful applications of AI in daily work, such as utilizing LLMs for data extraction, summarization, and strategic communication. This course teaches participants to navigate AI-driven platforms like Conversity and Navlin Chat for market access and negotiation, and features real-world case examples of AI in pricing practice.

LEARNING AGENDA

- Introduction
- Knowing LLMs & Best Practices of Working with AI
- Relevant LLMs & Tools
- Agentic AI & GPT-5
- AI in Daily Work
- AI in Pricing & Market Access
- Real Case Examples
- Future AI Trends
- Wrap-up
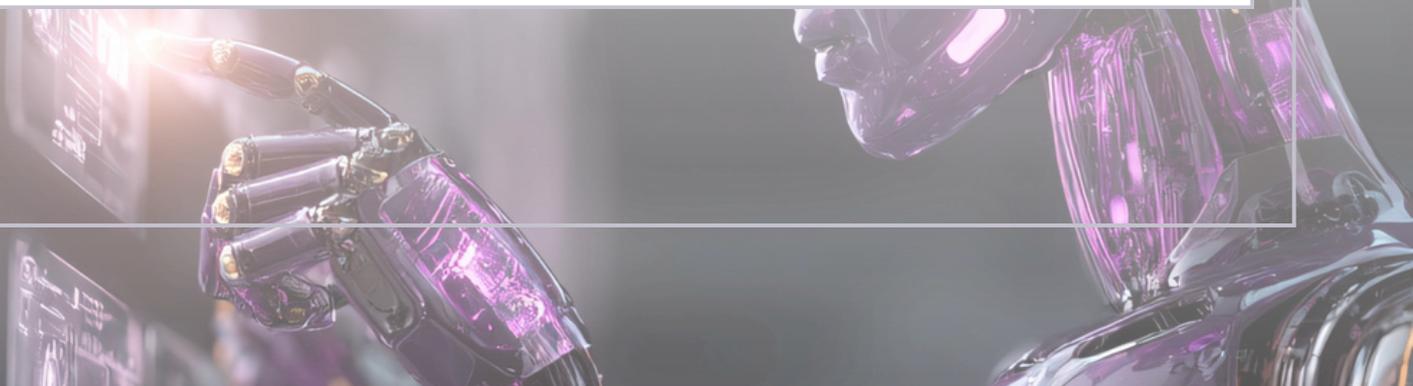
Learning Journey

Introduction
- Equips participants with understanding of the Artificial Intelligence transformation on pricing decisions across industries
- Demonstrates how to make practical and actionable use of AI in pricing decisions
- Emphasizes the importance of keeping pace with the fast-evolving AI landscape

Module 1: What LLMs Can Offer... As of a Minute Ago
- What AI models are truly capable of today, including their performance in pricing tasks, evaluation techniques, and business use cases.
- This module includes The Do's and Don'ts of Working with AI in Pricing.
- You will learn best practices to avoid common pitfalls in prompt design, data hallucination, and over-reliance on automatio
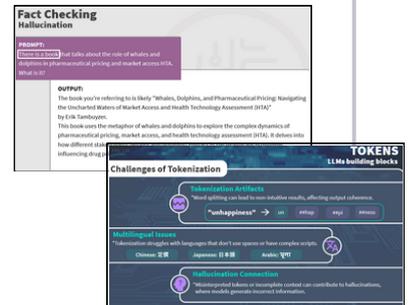
Module 2: A Walkthrough of the Most Relevant LLMs & Tools
- Get hands-on knowledge of the most important Large Language Models and how to choose the right one for your specific needs.
- You will explore and compare leading models like ChatGPT, Claude, Gemini, and many others.
- Learn their unique features and best applications to ensure you are equipped to select the perfect AI companion for any pricing task.
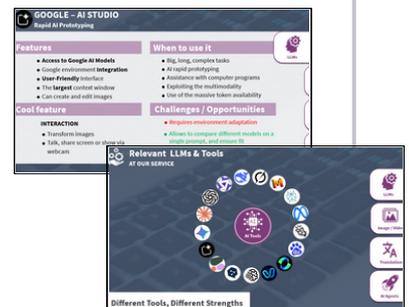
Module 3: Agentic AI & GPT-5 Capabilities
- Steps into the next generation of AI systems.
- You'll learn what Agentic AI is, how it works, and explore its powerful applications.
- You'll also examine the groundbreaking capabilities of tools like GPT-5, and see how it's shaping the future of autonomous systems and complex problem-solving
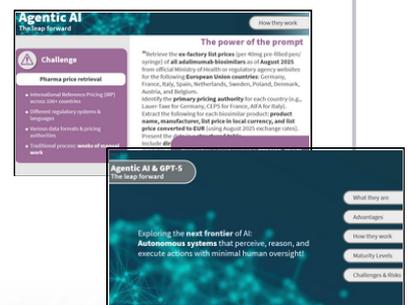
Learning Journey

Module 4: Powerful Applications of AI in Daily Pricing Work

- How AI can support everyday pricing tasks, like content creation, data summarization, decision support, sentiment analysis, and much more
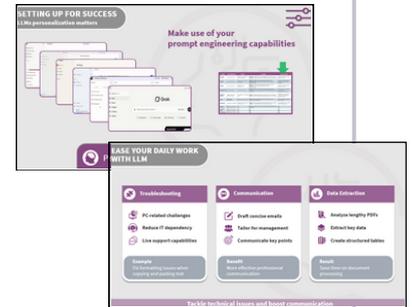
Module 5: AI in Pricing and Market Access

- Introduces you to powerful tools such as Conversity and Navlin.
- You'll learn how these platforms streamline crucial processes like pricing research, mock negotiations, and the development of robust market access strategies

Module 6: Real Case Examples of AI in Pricing Practice

- Presents applied use cases of AI in different industries.
- Examines what successful implementation looks like in real settings

Module 7: The Future of AI in Pricing
– Trends and Forward Thinking

- Explore the evolving landscape of AI, from conversational agents to cutting-edge agentic systems.
- Understand how these advancements are set to reshape pricing strategies in the years or minutes ahead

LEARNING IMPACT

By the end of this course, participants will be able to spot key AI applications in pricing, understand how to guide AI with smart prompts, and work side by side with AI to gain clarity, speed, and precision in every pricing decision. This course empowers participants to **make data-driven decisions that optimize profits and leverage AI to enhance their overall pricing strategy**.

About the Online Course

LEARNING OBJECTIVES

AI APPLICATIONS

- Spot key AI applications in pricing.
- Learn from real pricing case studies.

AI TOOLS
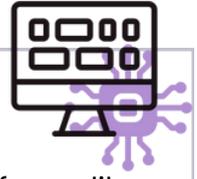
- Navigate AI-driven platforms like Conversity and Navlin Chat.
- Compare leading LLMs for pricing fit.

NEXT-GEN AI

- Understand Agentic AI and its potential.
- Explore GPT-5's capabilities and anticipate what's coming next for AI in pricing.

PRACTICAL SKILLS

- Use smart prompting and avoid common AI traps.
- Access LLM performance using practical, non-technical metrics.

WHO IS THIS PROGRAM FOR?

This online training is designed for professionals eager to leverage the power of Artificial Intelligence to gain a competitive edge in their strategic decision-making, including those in the following areas:

- **Pricing Professionals:** Pricing Director, Pricing Manager, Pricing Analyst
- **Revenue Management Professionals:** Revenue Growth Management Director, Revenue Growth Management Manager, Revenue Management Analyst
- **Market Access Professionals:** Market Access Director, Market Access Manager, Health Economist
- **Commercial & Strategy Teams:** Marketing Director, Sales Director, Commercial Strategist
- **Product Management Professionals:** Product Manager, Product Owner

Industries: Any industry facing complex pricing challenges, including Pharmaceuticals, Technology (SaaS), Retail/eCommerce, Manufacturing, Finance, and Consulting.

About PharmSight

PharmSight is a global consulting firm serving the biopharmaceutical industry through advanced data management and analytics, forecasting, CI, HEOR, reporting automation, patient analytics, and AI-driven solutions. Headquartered in Gurugram, India, with offices in North America and Europe, PharmSight's expert consultants collaborate with clients worldwide to **transform data into actionable insights**.

A cornerstone of PharmSight's AI-driven offerings is Conversity, an AI-powered negotiation training platform designed specifically for the pharmaceutical sector. Conversity leverages ultra-realistic avatars, scenario-based training, and real-time feedback to **address complex challenges** like payer negotiations, pricing, and reimbursement, making it the latest addition to PharmSight's proprietary AI toolkit that includes Intellisight, Pharmlens, Pharmalert, and Cintel.

COURSE AUTHORS

Gianclaudio Floria
Head of Europe | PharmSight Research and Analytics
Gianclaudio is Head of Europe at PharmSight, bringing over 20 years of expertise in Pricing Strategy, Execution, and Governance. With a distinguished career at leading firms including Amgen, BMS, Gilead, and Alexion, he is also a published author, sought-after conference speaker, and recognized Microsoft MVP for Excel.

Chirag Maheshwari
Analytics Director | PharmSight Research and Analytics
Chirag is an Analytics Director with over 15 years of experience in Strategic Analytics & Insight, Pricing & Data Management, and RWE. He has implemented multiple Centers of Excellence across various organizations and pricing functions, enabling improved decision-making and significant efficiency gains.

Sourabh Chandel
Data Science Manager | PharmSight Research and Analytics
Sourabh is a Data Science Manager with over 8 years of experience in Data Science and architecting AI/ML-driven solutions. His prior roles include positions at IQVIA, DataZymes, and Genpact. He leads GenAI initiatives, including RAG models and LLM fine-tuning, alongside solutions for patient propensity models and segmentations.

Rachit Syag
Comms Specialist | PharmSight Research and Analytics
Rachit is a Comms Specialist at PharmSight with over 4 years of experience in communications and UX/UI design. His career spans industries like financial services, market intelligence, and media. He is a published author with expertise in driving brand promotion strategies and crafting intuitive user experiences for AI-powered applications.

About EPP – Pricing Platform

EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- **Certification Programs**
- **Open Programs**
- **Online Courser**
- **Costumized Programs**

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.

Faculty excellence

Our faculty consists of experienced practitioners and experts who provide valuable real-world insights.

Actionable Learning

We deliver actionable learning experiences, equipping you with practical skills and strategies to apply right away.

Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.

Continuous learning

Learning never stops. We offer continuous support and access to our resources, keeping you up to date with the latest trends.
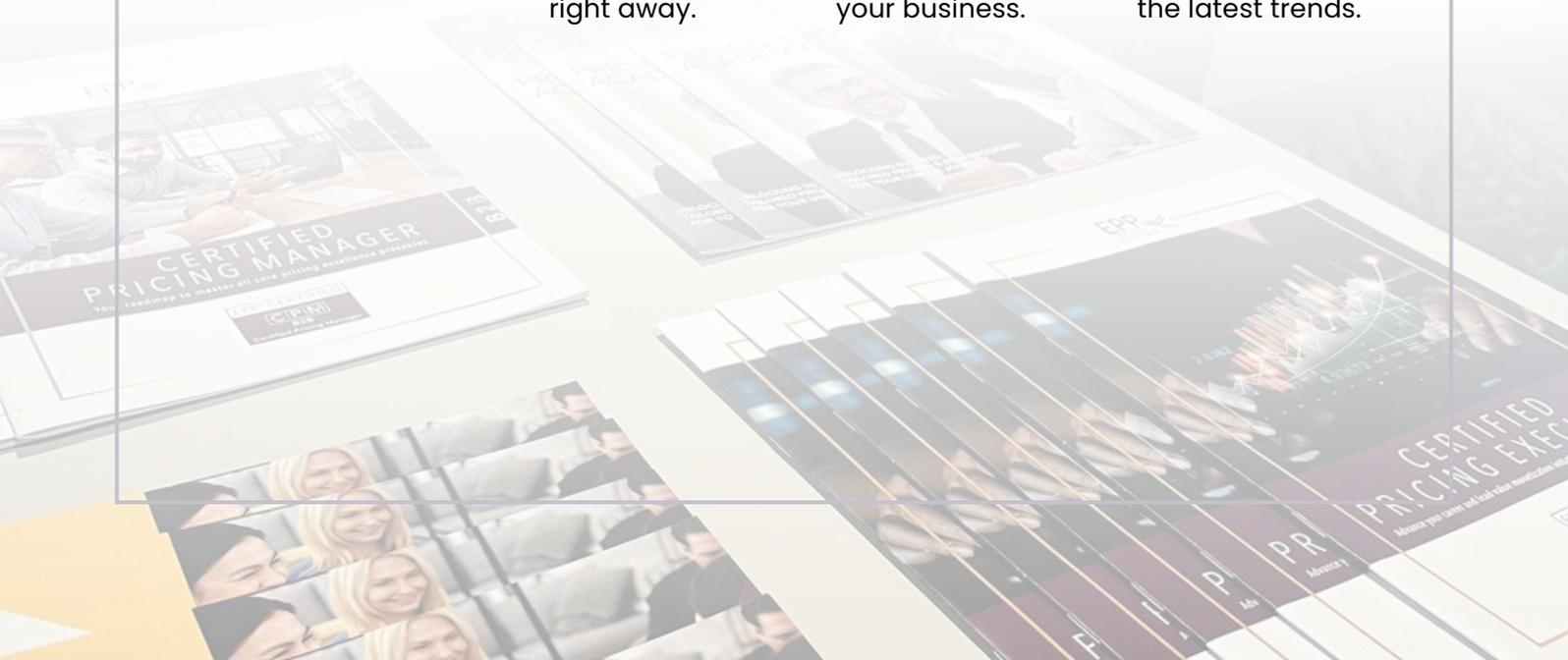
TALK TO A LEARNING ADVISOR

Connect with our team if you have any questions or need further clarification. Feel free to reach out to us at:
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EPP

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EPP is a global community for pricing and revenue management professionals. We collaborate with forward-thinking businesses to co-create impactful learning experiences, events, and content that drive revenue growth and profitability.