

ONLINE COURSE

Introduction to Behavioral Pricing

Discover the key principles of consumer psychology to improve your pricing strategies. Understand how decision-making works and apply behavioral insights to drive more impactful pricing.

About the Online Course

Behavioral Pricing is an online course that explores how people perceive prices and make decisions—often irrationally. Instead of focusing purely on numbers or cost-based strategies, this course teaches you **how to use psychology and behavioral science to design smarter pricing**.

Led by Professor **Kai-Markus Mueller**, a global expert in pricing psychology and consumer neuroscience, the program offers a unique blend of theory and real-world application. You'll learn how to use tools like anchoring, framing, and heuristics to influence purchasing decisions, boost perceived value, and ultimately, improve business results—without necessarily lowering your prices.

Through engaging examples, interactive exercises, and practical takeaways, you'll gain a **new perspective** on how customers actually think—and how to price in a way that works with, rather than against, human nature.

LEARNING AGENDA

- Introduction to Behavioral Pricing
- Decision-Making Systems
- The Anchoring Effect
- Behavioral Pricing Tactics
- Wrap Up
- Final Assessment

About the Online Course

LEARNING OBJECTIVES

This course is designed to give you a practical understanding of **how behavioral science can be applied to pricing decisions**. Instead of relying solely on logic or market benchmarks, you'll learn how to work with human psychology to influence how prices are perceived and accepted.

By the end of the course, you will:

- **Understand** how psychological factors like anchoring shape price perception
- **Recognize** the difference between intuitive and rational decision-making in pricing
- **Learn** to design pricing strategies that align with how people evaluate value
- **Explore and apply** core behavioral pricing tactics to enhance price communication and perceived value
- **Discover** how to present prices in ways that feel more appealing and increase confidence
- **Build** a foundation to justify pricing decisions with insights from behavioral science

WHO IS THIS PROGRAM FOR?

This program is designed for B2B and B2C professionals who want to harness the power of psychology to drive better pricing decisions. Whether you're pricing physical products, services, or digital offerings, **this course will help you move beyond traditional pricing methods** and into the realm of value perception and cognitive influence.

Ideal participants include:

- Pricing Managers and Revenue Growth Leaders
- CMOs, CFOs, and General Managers
- Marketing and Brand Managers
- Sales Directors and Key Account Managers
- Market Researchers and Business Analysts
- Consultants working in commercial strategy or pricing

If you're responsible for setting, managing, or communicating prices—and want to better understand how people perceive and respond to them—this course is for you.



Subject Matter Expert

This training is led by Professor **Kai-Markus Mueller**, a globally recognized authority in behavioral pricing and consumer decision-making. As Professor of Consumer Behaviour at HFU Business School, Director of Pricing Research at Neurensics, and Chief of Behavioral Strategy at RateBoard, Kai combines academic expertise with real-world innovation to help businesses uncover and apply the psychological drivers behind pricing.

DR. KAI-MARKUS MUELLER

Kai-Markus holds a PhD in neuroscience and is the co-author of *The Invisible Game – The Secrets and the Science of Winning Minds and Winning Deals* (Wiley, 2023), which explores how understanding the brain can lead to more effective pricing and sales strategies.

He is also the creator of NeuroPricing™, a neurotechnology-based approach to measuring and modeling optimal price points, now part of Neurensics. His work has been widely featured in BBC, Businessweek, ZDF, Der Spiegel, and more, and continues to shape how organizations think about value, perception, and profitability.



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 Courses**
- **Customized 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.



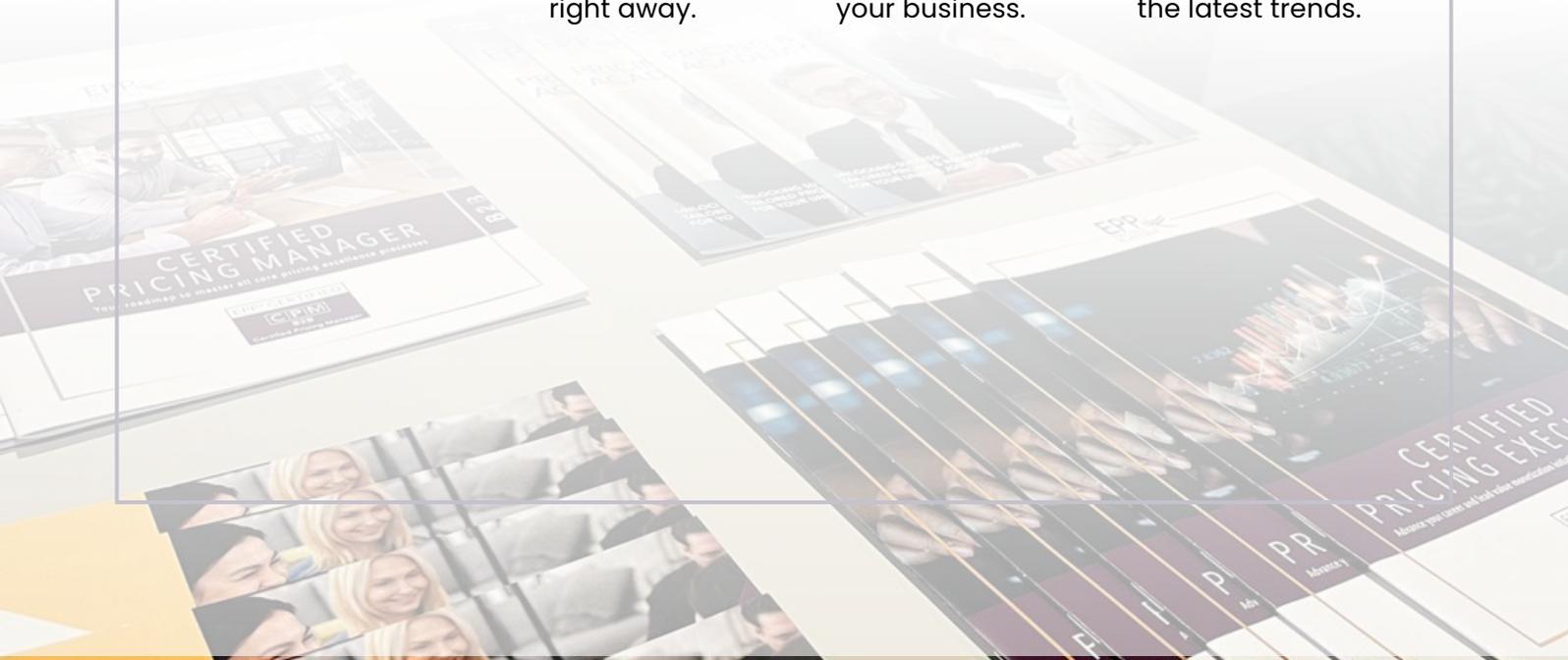
Industry specific

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 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.