



TRAINING

STRATEGIES & TACTICS OF PRICING

EPP
PRICING
PLATFORM®

ALL THE IN-AND-OUTS TO IMPROVE YOUR
PRICING MATURITY

*This is a unique learning opportunity
to enhance your skills and knowledge in pricing!*

STRATEGIES & TACTICS OF PRICING

ALL THE IN-AND-OUTS TO IMPROVE YOUR PRICING EXCELLENCE

Program Overview

During this program, you are offered a firm base for the ins and outs of pricing processes, strategies, and tactics. You will learn, discuss, and reflect on how to increase your and your organizations' pricing maturity while working through the basics to define your own roadmap to realize margin improvement.

You will gain insights into the elements that influence price and learn the different steps of an optimal pricing process, with both classic and innovative price setting methods. You'll also discuss how to detect which factors cause price pressure and how to handle them. The training is punctuated with life cases and practices on top of having plenty of time to share your experiences, ask your questions and take advantage of peer learning.

Target Audience

This training targets professionals in all industries and sectors – we offer a holistic view as often practices are interchangeable and we can all learn from each other. This includes traditional industries learning from more innovative industries (e.g., SaaS) and vice versa:

- Pricing professionals at all levels
- Product managers & marketeers
- Key account managers & Sales managers
- Finance & Controlling professionals working within/ with Marketing and/or Sales.
- And for everyone who wants to gain a solid basis in pricing or to spice-up their pricing skills.

**An immersive experience
can not only accelerate
knowledge sharing but
boost your team cohesion and
transfer to practice!**

**APPLY NOW!!!
PLEASE VISIT**

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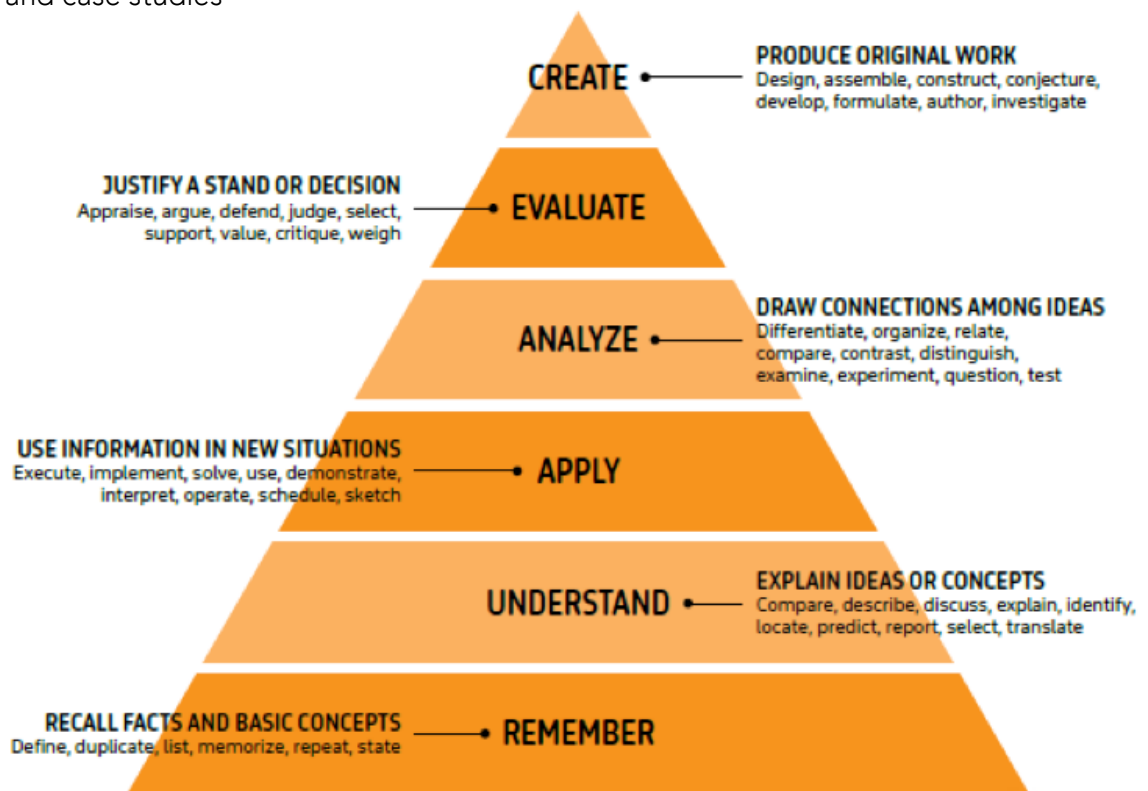
LEARNING OBJECTIVES

By attending this training, you will learn:

- Assess your organizational pricing maturity and reflect on your own path towards pricing excellence.
- Reflect on your organizational capabilities and define your priorities.
- Have a good understanding of the different price setting techniques to link them with your business & price strategy.
- Gain insight into how to bridge the most important knowledge gaps to set the right price.
- Gain insights on price segmentation, willingness to pay, price elasticity and economic value segmentation.
- Understand how channel management can support your business objectives with the right commercial terms.
- Learn how to avoid price pressure and price wars and how to fight them when fighting is unavoidable.
- Gain expert insight and advice from an expert trainer with vast cross-functional experience from both industry and consulting

This will be achieved by:

- Face to face classroom training over two days
- Plenty of time for sharing your experience and asking your questions.
- Peer to peer learning
- Networking
- Making use of life cases, real world examples and case studies



PROGRAM

The Learning Journey (Program Setup and modules)

1 | THE IMPORTANCE AND IMPACT OF PRICING

- Gain a comprehensive understanding of the significance of pricing in business and its role in shaping a company's profitability and success.
- Examine case studies and real-world examples to illustrate the impact of pricing decisions on both businesses and consumers.
- Learn how pricing can be used as a competitive advantage and a tool for achieving specific business objectives.

2 | THE ROADMAP TO PRICING EXCELLENCE

- Reflect on a structured approach to pricing by learning about key steps, challenges, and the need for ongoing development.
- Create your own roadmap for implementing pricing excellence, including goals setting and key performance indicators (KPIs).

3 | GAINING TRANSACTIONAL CONTROL

- Understand how to regularly review insights from your data is one of the most powerful pricing tools you can use to have effective control and identify areas of improvement.

4 | INSTALLING YOUR PRICING POLICY

- Explore various pricing strategies and their implications for revenue generation and market positioning.
- Explore the concept of value-based pricing and how to align pricing strategies with customer perceptions of value.

5 | CLOSING THE KNOWLEDGE GAP - THE PRICING TOOLBOX

- Understand how to conduct pricing research and analysis to make data-driven pricing decisions.
- Identify common pricing challenges and how to address them, including pricing pressure, competition, and market changes.

6 | PRICE GETTING

- Deep dive into the price waterfall to understand how discounts, rebates and other incentives can align channel behaviour with your own goals.
- Remember how homus economicus comes into play for pricing decisions.
- Learn how to avoid price pressure and price wars and how to fight them when fighting is unavoidable.

MEET YOUR FACULTY

DIANA COELHO

Founder
HOLDEE GmbH



Diana has 15+ years of commercial management and advisory experience. Throughout the years Diana has led multiple end to end consulting engagements at multinational companies in different industries worldwide to sustainably improve profitability, pricing maturity and overall commercial excellence. Leveraging that experience, Diana has founded HOLDEE GmbH – a pricing focused management consulting practice.

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PRACTICAL INFORMATION

Subscription

EPP Prime Subscriber?
Log-in to get your member discount on the training.

Additionally, get direct access to the best resources, weekly updated with new content, webinars, dynamic talks, tools from the EPP Community.

Subscribe your team and benefit from important group discounts.

Find all your benefits in the membership area:

[EPP Prime \(pricing platform.com\)](https://pricingplatform.com)

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Quick and Easy!**

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In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact
academy@pricingplatform.com

Contact EPP

European Pricing Platform bvba
Izegemsestraat 7 box 301
8860 Lendeledede
Belgium

VAT: BE0833186151
ING: 363-0823518-28
IBAN: BE37 3630 8235 1828
BIC: BBRU BE BB (ING)