



CERTIFIED PRICING EXECUTIVE

Advance your career and lead value monetization initiatives through innovative price models

B2B

EPP® CERTIFIED

C|P|Ex

B2B

Certified Pricing Executive



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PROGRAM

The EPP Certified Pricing Executive (CPEX) Program is specifically designed to refine and exhibit your expertise in value monetization. This program lays out a detailed roadmap with the aim to elevate your proficiency in value strategies, and value drivers in price setting toward value innovation. The program makes room for networking and benchmarking with leading pricing professionals and industry experts for collaborative learning, including workshops, simulations, and case studies.

MODULE 1

THE PRICING FRAMEWORK

- Develop an understanding of the EPP Pricing Maturity Model to Assess your organizational pricing maturity
- Define your actionable pricing goals for the next 12 months

MODULE 2

PRICING STRATEGY

- Learn how to define and articulate a coherent pricing strategy aligned with your business objectives
- Understand the competitive dynamics of pricing and determine your organization's position as a leader, follower, or challenger
- Acquire skills to establish and utilize competitive pricing intelligence effectively
- Grasp the fundamental concepts of effective pricing and apply them to your pricing strategies

MODULE 3

INSTALLING A VALUE STRATEGY

- Master the transition from cost-based pricing to value-based pricing to optimize profitability
- Equip yourself with leadership techniques to drive change in pricing strategies within your organization
- Understand how to embed value-based pricing in the innovation cycle
- Explore pricing strategies that support the digital buying process

MODULE 4

ARTIFICIAL INTELLIGENCE, DATA AND PRICING TECHNOLOGY

- Learn the methodologies for defining price models suitable for various offerings, including outcome-based and subscription models
- Gain the ability to implement dynamic pricing strategies that adjust to market changes and consumer demand
- Understand the principles of integrating sustainability into pricing, with a focus on carbon impact
- Explore effective methods for setting prices for services
- Learn strategies for managing pricing in highly volatile markets
- Understand the implications of artificial intelligence on the evolution of pricing

MODULE 5

LEADING THE PRICING ORGANIZATION

- Identify and establish the optimal operating model for your pricing team
- Organize your pricing team to enhance efficiency and effectiveness
- Cultivate growth and professional development within your pricing team to build a strong pricing team and culture
- Thrive in change: actively learning how to navigate change

PROGRAM

MODULE 6

GLOBAL ROLL-OUT, CHANGE MANAGEMENT AND MARKET STEERING

- How to roll-out concepts as well as tools in complex multinational organizations?
- How to teach organizations and their sales teams those concepts? How to enable and execute change?
- How to track and monitor changes?
- How to enable and steer markets? What are the right KPIs to keep the momentum? How to incentivize sales teams?

MODULE 7

HOW TO ACT IN PRICE WARS

- Learn how to stop a price war before it breaks out
- Gain insights on when and how to fight in price wars, if unavoidable
- Develop an approach on how to get out of a price war limiting damages

MODULE 8

THE ROLE OF THE CEO IN PRICING

- Deep dive into the role of CEO in pricing: creating awareness and setting goals
- Review pricing tasks of a CEO
- Review how to make change happen by instilling pricing discipline

MODULE 9

INNOVATIVE MONETIZATION STRATEGIES & AMA

- Learn how innovative monetization models are the new source of competitive advantage
- See how value pricing makes the difference in practice
- Understand the logic of psychological pricing
- Participate in an interactive Ask-Me-Anything (AMA) session

MODULE 10

INCREASE PRICES WITH SUCCESS

- Increase value and prices together
- Increase prices while providing less value
- Apply surcharges and many more approaches

MODULE 11

YOUR VALUE MONETIZATION ROADMAP - FINAL REFLECTION

- Design a 12-month actionable pricing strategy focused on execution and results.
- Prepare for certification, solidifying your expertise in pricing strategy and implementation

THE EPP EXPERIENCE

CPEX: Leading the Charge in Value Monetization

Are you a seasoned pricing leader looking to transform your organizational value monetization?

This face-to-face program takes you on a learning journey into the advanced realms of pricing, value monetization, and pricing excellence. Additionally, it includes a focus on **team leadership and strategy, equipping you with the skills necessary to guide a team toward achieving the set objectives effectively.** Designed to empower you with innovative skills and insights, the program enables you to drive substantial growth and lead high-level pricing initiatives, establishing yourself as **leader in pricing excellence and monetization.**



1 LEARN

ADVANCED VALUE MONETIZATION MASTERY

Embark on a journey to master strategic value creation and monetization.

- In-depth learning sessions focused on advanced pricing and value monetization.
- Content that challenges conventional pricing models and encourages innovative monetization strategies.
- Guide to Championing Organizational Change.



2 INTERACT

COLLABORATIVE & LEADERSHIP FOCUSED LEARNING EXPERIENCE

This program is your platform to benchmark, network, and participate in thought-provoking discussions with pricing professionals and EPP's CPEX faculty.

- Workshops and seminars led by industry-leading pricing executives.
- Peer-to-peer learning to benchmark and enhance strategic pricing capabilities.
- Engaging with a global community of pricing professionals for expanded insights.



3 APPLY

PRACTICAL IMPLEMENTATION FOR ORGANIZATIONAL BENEFIT

Transform theoretical knowledge into real-world results by developing a value monetization roadmap.

- Develop and execute a value monetization roadmap, designed to systematically enhance your company's pricing structure and revenue growth.
- Support and feedback from CPEX faculty and pricing peers to refine your pricing approaches.



4 CERTIFICATION

EXECUTIVE RECOGNITION

Completing the CPEX program earns you recognition as a leader in pricing and value monetization.

- Obtain an official EPP certificate that recognizes your executive-level expertise in pricing.
- Use your CPEX certification to affirm your role as a change ambassador in the pricing community.

WHO WILL BENEFIT FROM THIS PROGRAM?

The Certified Pricing Executive (CPEX) program is specifically designed for **seasoned pricing managers and pricing leaders** aspiring to elevate their mastery across core pricing competencies and lead impactful value monetization within their organizations.

This advanced course is most beneficial for:

- Senior pricing professionals with over **3 years of dedicated experience in pricing**.
- **Pricing leaders'** intent on furthering their development to effectively navigate and lead complex value monetization initiatives.
- **Executives and directors** committed to driving growth and profitability through advanced pricing strategies and prepared to engage in a focused, executive-level learning experience.

REPRESENTATIVE INDUSTRIES INCLUDE:



30X ROI

reported by participants/companies.



87%

of CPEX participants say the training has helped them develop a more strategic approach to pricing.



96%

of CPEX participants say they would recommend the training to their colleagues in pricing leadership positions.



92%

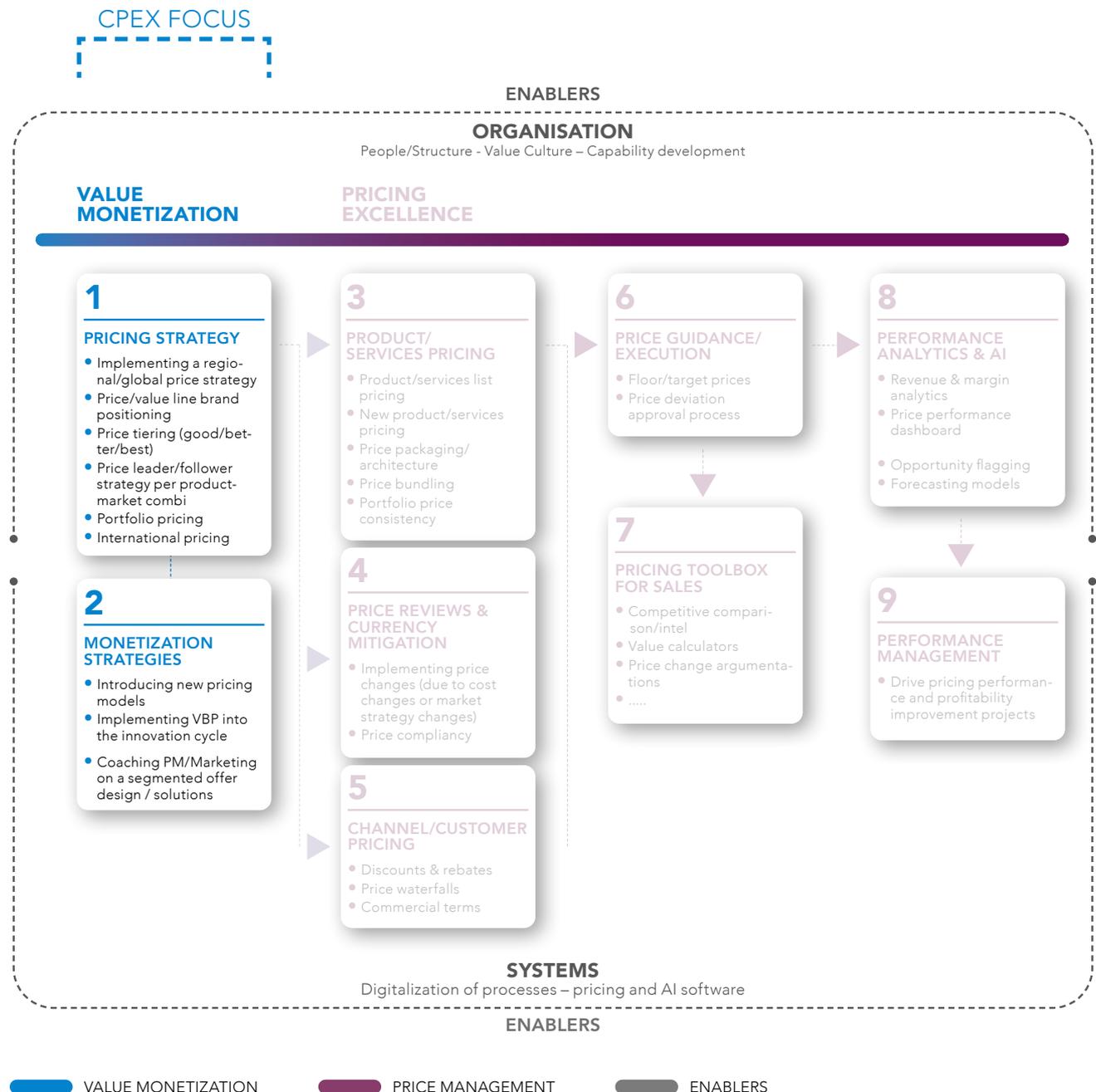
of CPEX participants say the training has helped them make significant contributions to their organization's pricing performance.

*Based on surveys conducted since December 2020 with a sample from EPP Certifications past participants.

THE VALUE MONETIZATION AND PRICING EXCELLENCE FRAMEWORK

The “Value Monetization and Pricing Excellence Framework” is created through the collective insights of globally renowned pricing experts. It is intentionally designed as the cornerstone for two certifications: the Certified Pricing Manager (CPM) and Certified Pricing Executive (CPEX), and it stands out for its dual-focus approach: the CPM program concentrates on mastering pricing excellence and margin optimization from an operational and project-based perspective while CPEX is geared towards mastering and leveraging value monetization from a more strategic and leadership perspective.

What truly differentiates this framework is its integration into the comprehensive curriculum of these certifications, making it not just a collection of concepts but a practical roadmap for those aspiring to excel in the art and science of pricing, nurturing future leaders in our field.



Contact the learning team

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For further information on the CPM® Program
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EPP is the global business community for pricing and revenue management professionals. We partner with forward-looking businesses to co-create impactful learning journeys, events and content to improve top line revenues and profitability.

