



# CERTIFIED PRICING MANAGER

Your roadmap to master all core pricing excellence processes

EPP® CERTIFIED

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Certified Pricing Manager

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# PROGRAM

The EPP Certified Pricing Manager (CPM) Program is designed to enhance and demonstrate your mastery of the art and science of pricing. It provides a robust roadmap and skill set designed to ensure you master pricing excellence. As you progress, engage and benchmark with our expert faculty and pricing peers, solidifying your proficiency and advancing your pricing acumen. The program incorporates interactive and engaging learning methods, including workshops, simulations, and case studies, to enrich your educational experience and apply pricing concepts in real-world scenarios.

## MODULE 1

### **THE PRICING FRAMEWORK**

- Understand the EPP Pricing Maturity Model and assess your organizational pricing maturity
- Defining your pricing aspirations for the next 12 months

## MODULE 2

### **LINKING PRICING STRATEGY TO COMPANY STRATEGY**

- Understand the fundamentals of defining a price strategy that is aligned with and driven by the value you deliver to customers and your overarching business strategy
- Analyze the relationship between value positioning and price
- Understand when to be a price leader, follower, or challenger
- Understanding the implications of a channel strategy on price strategy
- Learn the core concepts of effective pricing to optimize revenue and/or profits
- Understand foundational pricing concepts: Price Elasticity, Value Maps, the Pocket Price Waterfall

## MODULE 3

### **PRICE SETTING**

- Understand the price/volume trade-off to inform effective price setting that is grounded in customer value
- Set product, service and solution prices that are aligned to your price strategy by using techniques such as customer segmentation, value mapping, and willingness-to-pay analysis and other techniques
- Develop proficiency in using economic value modeling, bundling, and product lifecycle pricing to optimize revenue or margin while ensuring portfolio consistency
- Learn how to set price guidance to guide sales pricing and negotiation
- Learn how to develop analyses and reports that can guide your price setting and price increases

## MODULE 4

### **CHANNEL AND CUSTOMER PRICING**

- Learn to effectively translate your channel strategy into a commercial policy that guides the go-to-market and manages the value chain
- Acquire the skills to design a powerful price waterfall
- Learn how to develop analyses and reports that can guide your commercial policy approach

# PROGRAM

## MODULE 5

### PRICE GUIDANCE AND EXECUTION

- Learn to execute effective price guidance systems, including establishing floor and target prices, to inform and empower sales teams
- Master the process of managing price exceptions to balance volume and price, ensuring optimal sales outcomes
- Develop strategies to avoid cross-border price conflicts and ensure consistent pricing across different markets

## MODULE 6

### PRICE REVIEW AND ANALYSIS

- Establish a routine for reviewing prices to ensure transactional control and market adaptability, while developing effective methodologies for implementing price changes
- Learn to utilize pricing analytics to gain actionable insights and support strategic pricing decisions
- Identify essential controls for pricing compliance and error minimization, and gain an in-depth understanding of systems and processes that maintain pricing integrity and regulatory adherence

## MODULE 7

### YOUR ROADMAP TO PRICING OPTIMIZATION

- Create a 12-month roadmap for your pricing reports, and margin improvement projects with a focus on execution and results
- Prepare for and achieve certification to validate your expertise



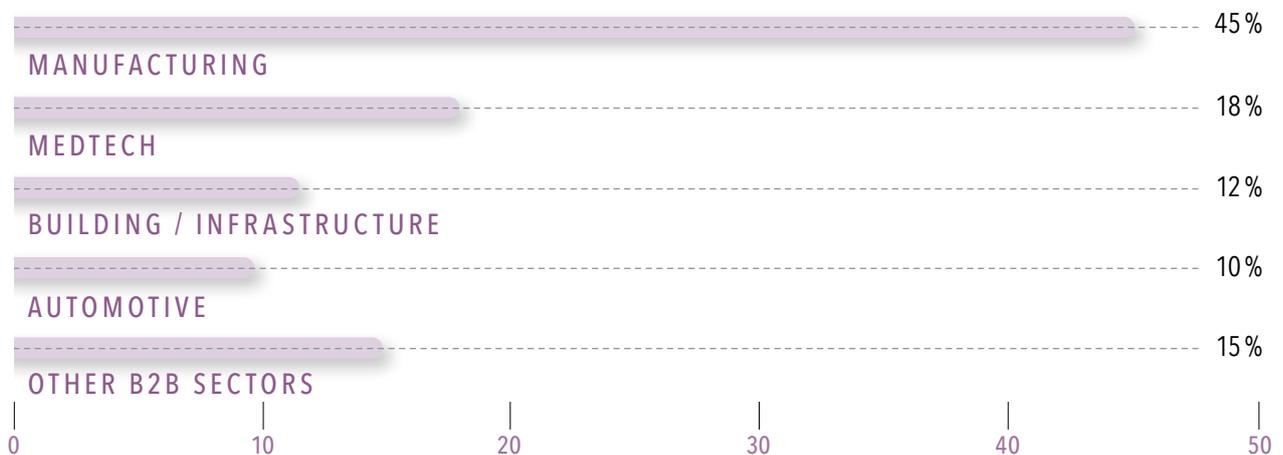
# WHO WILL BENEFIT FROM THIS PROGRAM?

The Certified Pricing Manager (CPM) program is ideal for professionals engaged in the multifaceted aspects of pricing, revenue management, growth initiatives, and process optimization.

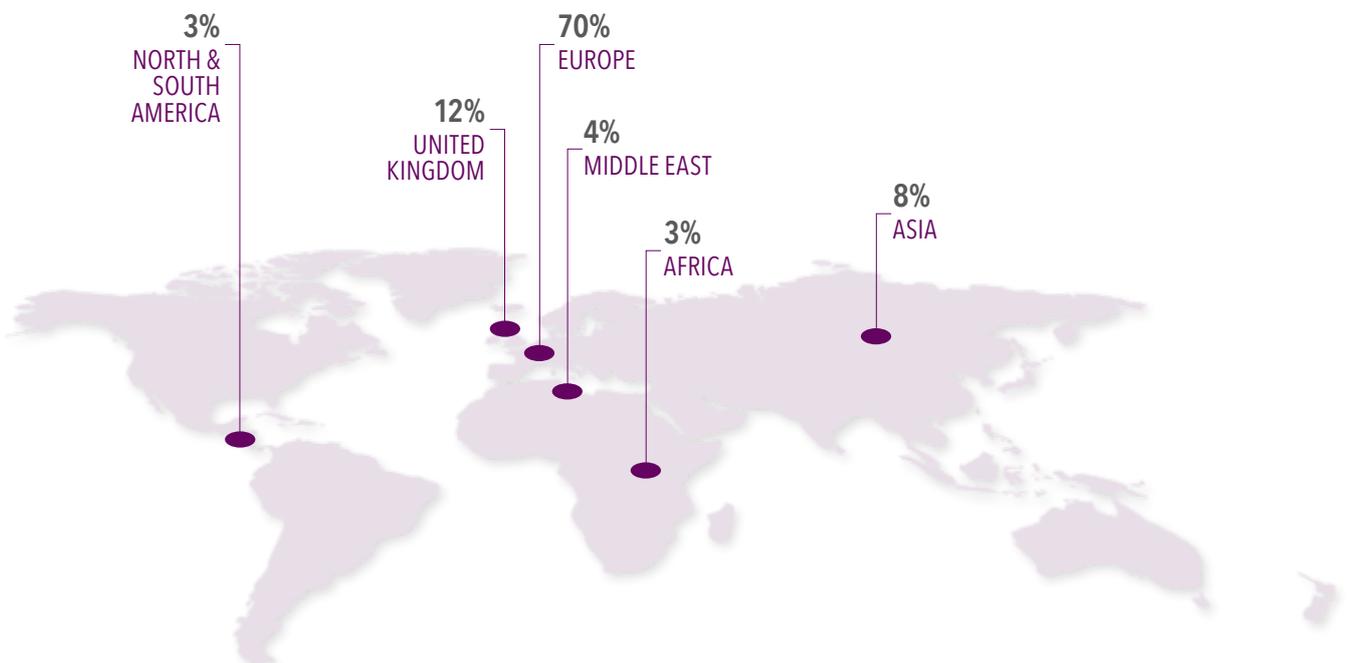
*The program is tailored for:*

- Professionals with **3 months to 3 years of experience in pricing**, seeking to solidify their knowledge and skills.
- Business professionals with **over 5 years of experience** and a solid understanding of **business operations, including finance, sales, and marketing**.

## REPRESENTATIVE INDUSTRIES INCLUDE:



## REPRESENTATIVE REGIONS INCLUDE:



# THE EPP EXPERIENCE

## CPM: Your Roadmap to Pricing Optimization and Pricing Excellence

### Do you want to develop your essential pricing skills?

This face-to-face program takes you on a 4-day learning journey focused on critical topics for pricing professionals. During the course, you will be equipped with pricing optimization know-how and know-what but also be ready to implement a tailor-made roadmap to lead **successful margin optimization projects** in your organization.



### 1 LEARN

#### TARGETED PRICING EXPERTISE

The CPM curriculum is crafted to provide a deep dive into pricing strategies, enabling you to master and apply them within your organization.

- Expert-led content, engaging, in-depth sessions covering the essentials of pricing optimization.
- Practical learning through case studies and exercises from a range of industries.



### 2 INTERACT

#### INTERACTIVE AND ENGAGING LEARNING EXPERIENCE

This program is your platform to benchmark and network with pricing professionals and EPP's distinguished faculty.

- Interactive workshops and peer discussions to refine your understanding.
- Networking opportunities with pricing peers for collaborative learning.



### 3 APPLY

#### PRACTICAL IMPLEMENTATION FOR ORGANIZATIONAL BENEFIT

Implement what you've learned through a tailor-made roadmap designed to lead successful margin optimization projects.

- Hands-on projects to apply pricing strategies in your organizational role.
- Strategies to develop and execute a pricing roadmap tailored to your company.



### 4 CERTIFICATION

#### PROFESSIONAL RECOGNITION

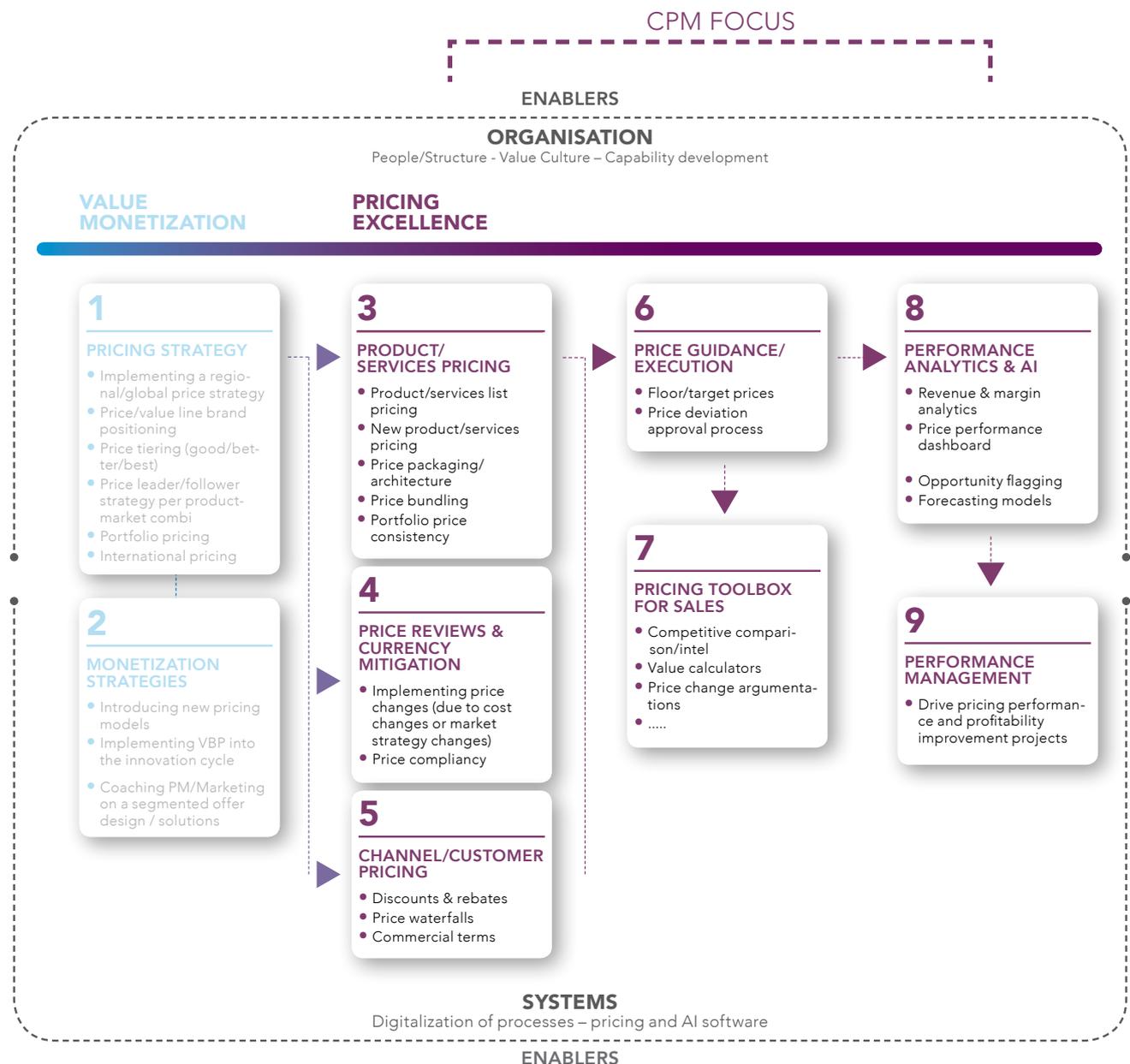
Achieving the CPM certification marks your commitment to excellence in pricing and a testament to your enhanced capabilities.

- Official recognition of your pricing mastery from EPP.
- A credential that validates your expertise and enhances your professional standing.
- Leverage your CPM certification to advance your career and influence within the industry.

# 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.



## IN NUMBERS...



**25x ROI** reported by participants/companies.



**85%** said the training exceeded their expectations.



**93%** found the interactive and immersive learning experience valuable.



**87%** affirmed the training's direct applicability to their daily work and effectiveness.



**>40** nationalities

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

# OUR CERTIFICATE

Upon successful completion of the program, you'll earn a digital certificate of completion from EPP Pricing Platform.



All certificate images are for illustrative purposes only and may be subject to change at the discretion of EPP Pricing Platform.

# FAQ

## What are the learning requirements necessary to successfully complete the CPM program?

Our CPM programs adhere to a rigorous learning process. Participants are required to meet specific minimum criteria to obtain the Certificate, which includes active attendance at the on-site training and successful completion of the CPM Online exam.

## What do I receive upon completing the CPM program?

Upon successfully fulfilling all CPM program requirements within the specified timeframe, you will be awarded an official Certificate as a Certified Pricing Manager from EPP. Additionally, you can showcase this certificate on your LinkedIn profile.

## I represent a company or organization interested in enrolling multiple employees in the same CPM program. Is this possible?

Absolutely! We highly encourage teams to participate together in our CPM programs to enhance their learning and impact. Additionally, we offer special group rates for professionals from the same organization. For more details or to discuss group rates, please feel free to contact us.

## I have concerns about potential legal issues arising from discussing our company's pricing within the CPM program. Can you offer more information on the legal aspects?

By registering for the CPM program, participants sign the 'Code of Conduct.' You can find detailed information about our code of conduct at this link: [EPP Code of Conduct](#).

## What is included in the CPM program fees?

The CPM program fees cover training expenses, all online educational materials, access to the EPP online e-learning platform, as well as coffee breaks, 4 lunches, and one EPP-organized group dinner. It is important to note that the fees do not cover travel, accommodation, individual dinners, or other personal expenses.

## Will I have an opportunity to interact with EPP CPM Faculty?

Yes, of course. We intentionally limit class sizes to ensure ample faculty-to-participant time. Our faculty comprises highly engaging and experienced trainers who are dedicated to action-oriented learning. You'll have numerous opportunities to interact with our faculty during the training sessions, coffee breaks, lunch breaks, and evening activities. Many participants maintain contact with the faculty even after completing the CPM Training.

## Will I be able to interact with other participants?

Absolutely. The learning experience is designed to encourage interaction among participants. You can interact with fellow participants during the training sessions, coffee and lunch breaks, as well as the CPM evening activity. Many participants continue to stay in touch with each other after the training, creating a valuable network for ongoing professional connections.



# TRUSTED BY...

**AIRBUS**

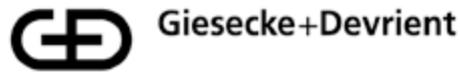


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**hagergroup**



**HÜNNEBECK** 



**PHILIPS**  
Healthcare



**STAPLES** Advantage

**SULZER**

**synthos**



**tesa**

# Talk with a Program Advisor

For a personalized consultation, contact a member of our learning team.



For further information on the CPM® Program please contact Ripsime Matevosian  
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[www.pricingplatform.com](http://www.pricingplatform.com)

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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.