



Your Learning Journey in Pricing & RGM

EPP Academy

Catalogue



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About EPP

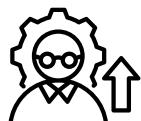
At EPP, we support pricing and revenue growth management professionals with practical, industry-focused learning programs that drive long-term business impact.

Our mission is to equip individuals and teams with the capabilities needed to excel in value monetization, pricing strategy and RGM excellence.

What Sets Us Apart

At EPP, we support pricing and revenue growth management professionals with practical, industry-focused learning programs that drive long-term business impact.

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FACULTY EXCELLENCE

Our programs are taught by seasoned practitioners who bring real-world insights into the room.



ACTIONABLE LEARNING

Every course provides tools, frameworks and guidance you can immediately apply to your work.



INDUSTRY SPECIFIC

Our programs reflect the nuances and realities of your sector, ensuring maximum relevance.



CONTINUOUS LEARNING

We provide ongoing support and updated resources to help you stay ahead of industry trends.

EPP offers a complete learning ecosystem designed to support professionals at every stage of their pricing and RGM journey.

Academy Portfolio Overview

Our learning portfolio includes:



Certification Programs

Comprehensive, expert-led programs designed to build deep pricing and RGM expertise. These certifications equip professionals with the skills, confidence and recognition needed to drive excellence in their organizations.



Open Training Programs

Our 2-day, instructor-led programs offer focused and practical learning on specific topics to help participants deepen their understanding and develop new capabilities.



Online Courses

Flexible, self-paced programs featuring clear guidance and real-world examples to help you develop practical skills at your own rhythm.



In-Company Programs

Fully customizable training solutions tailored to your team's needs, designed to support capability building and accelerate pricing and RGM excellence within your organization.



Certification Programs

EPP® CERTIFIED



B2B

Certified Pricing Manager

Certified Pricing Manager – B2B

A clear roadmap to master core pricing excellence processes, covering essential concepts and practical methods that help professionals build strong foundations and operate confidently in B2B pricing roles.

EPP® CERTIFIED



B2B

Certified Pricing Executive

Certified Pricing Manager – B2B

An advanced certification designed for senior pricing professionals. Focuses on strategic monetization leadership, organizational transformation, advanced pricing architectures, and driving cross-functional pricing excellence.

EPP® CERTIFIED



Pharma

Certified Pricing Manager

Certified Pricing Manager – Pharma

A specialized certification for pharmaceutical and medtech professionals. Covers pricing strategy, tendering, value-based agreements, market access dynamics, price governance and lifecycle management.

EPP® CERTIFIED



Retail

Certified Pricing Manager

Certified Pricing Manager – Retail

A comprehensive certification for retail pricing teams, covering multi-channel pricing strategies, elasticity-based pricing, SKU-level tactics, competitive positioning, and promotion effectiveness.

EPP® CERTIFIED



FMCG/CPG

Certified Revenue Growth Manager

Certified Revenue Growth Manager

A hands-on certification for FMCG/CPG professionals focused on RGM pillars: pricing, pack-price architecture, promotion optimization, mix management, portfolio roles, and joint value creation with retailers.

[Explore our certification programs](#)

Online Certification Programs

EPP® CERTIFIED



B2B ONLINE

Certified Pricing Manager

Certified Pricing Manager – B2B

A flexible learning journey designed to strengthen B2B pricing capabilities, developed by the trainers of the in-person CPM B2B and combining structured frameworks with practical applications to support confident, real-world pricing decisions.

EPP® CERTIFIED



FMCG/CPG ONLINE

Certified Revenue Growth Manager

Certified Revenue Growth Manager

A clear roadmap to build RGM capabilities, developed by the trainers of the in-person CRGM and structured around the five core RGM levers, combining proven frameworks with practical application to drive real business impact.

[Explore our online programs](#)

Open Training Programs



Strategies & Tactics of Pricing

Strategies & Tactics of Pricing

A practical program providing essential pricing fundamentals, including price setting, segmentation, elasticity management, value communication and margin improvement strategies.



Research Techniques for Value-Based Pricing

Research Techniques for Value-Based Pricing

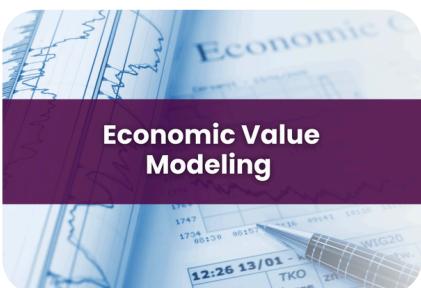
A hands-on training focused on quantifying value, running pricing research, measuring willingness-to-pay, developing value drivers, and supporting value-based pricing decisions.



Next Gen Bootcamp Spare Parts Pricing

Next Gen Bootcamp in Spare Parts Pricing

A program dedicated to aftermarket and spare parts pricing. Covers segmentation, elasticity, value mapping, lifecycle pricing, and strategies for differentiating spare parts portfolios.



Economic Value Modeling

Economic Value Modeling

A training focused on building and applying Economic Value Estimation (EVE™). Participants learn to quantify differentiated value, translate benefits into price, design value arguments, and support value-based selling.



Subscription Pricing

Learn how to design customer-centric pricing and packaging, assess monetization opportunities, implement price changes, manage upgrades and downgrades, and build scalable pricing functions for SaaS environments.

[Explore our training programs](#)

Online Programs



**AI & Pricing –
Leveraging AI for
competitive Advantage**

AI & Pricing

Explore LLMs like ChatGPT, Claude, and Gemini, as well as training tools, and use AI for data analysis, communication, market access, and real-world scenarios.

[Learn more](#)



**Strategies &
Tactics of Pricing**

Strategies & Tactics of Pricing

A self-paced fundamentals course covering segmentation, elasticity, price structures, value communication and margin improvement.

[Learn more](#)



**Servitization
Pricing**

Servitization Pricing

A practical course on monetizing services and hybrid models. Covers outcome-based pricing, service value drivers, bundling strategies and recurring monetization.

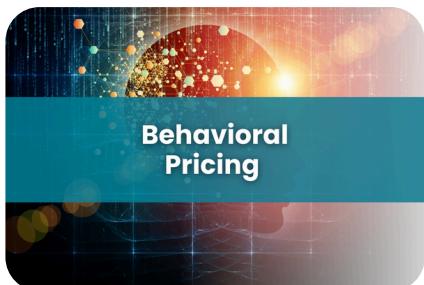
[Learn more](#)



Research Techniques for Value-Based Pricing

Teaches customer value measurement, WTP quantification and research techniques for value-based pricing frameworks.

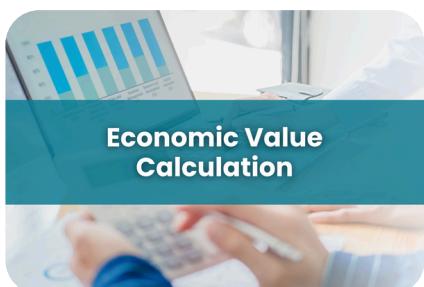
[Learn more](#)



Behavioral Pricing

A course exploring customer psychology, perception, cognitive biases and behavioral tactics that influence price acceptance and conversion.

[Learn more](#)



Economic Value Calculation

Focuses on calculating customer value differentials, building EVC models and integrating quantified value into pricing and selling.

[Learn more](#)



Pharma Pricing Essentials

An introduction to pricing in pharmaceuticals, covering market access basics, value frameworks, price setting fundamentals, tendering concepts and launch considerations.

[Learn more](#)



Setting Up Your TPO Project

A guide to structure and implement a TPO project. Covers data readiness, modeling foundations, RGM processes, governance, and KPIs for promo ROI.

[Learn more](#)

In-Company Programs

[Learn more](#)

Our in-company programs are fully customizable to the needs of your organization. We offer:



100% FACE-TO-FACE

Onsite, instructor-led sessions at your location for hands-on, interactive learning.



BLENDDED LEARNING

Combine self-paced online materials with live virtual or in-person sessions for flexibility.



DIGITAL BLENDED

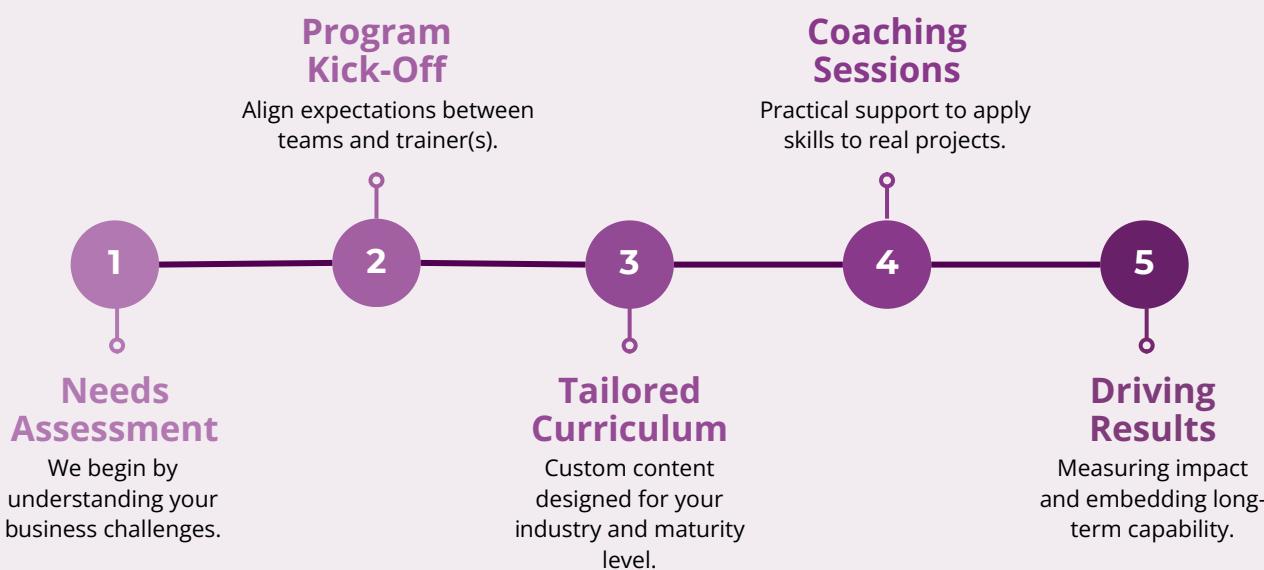
Fully online with live sessions to fit your team's schedule.



100% VIRTUAL-LIVE

Join live, interactive sessions, making learning accessible from anywhere.

Our approach:



Testimonials

CPM B2B

"The content was incredibly valuable, offering not just theoretical concepts but tangible frameworks that can be applied easily to my industry."

— Miikka Kuosmanen, ABB Oy

CRGM

"I truly enjoyed the CRGM training and found it to be a valuable experience. It not only deepened my knowledge of Revenue Growth Management but also gave me practical insights into the common challenges companies face today. Learning about best practices and concrete examples from leading organizations was particularly impactful, as it helped me better understand how to adapt and apply RGM levers effectively. Overall, the program exceeded my expectations and provided knowledge I can directly bring into my work."

— Hasan Guliyev, BIC

CPM Retail

"The program enhanced my expertise in retail pricing. It provides a thorough understanding of advanced pricing strategies and SKU-level tactics, incorporating elasticity and competitive dynamics."

— Michael Lindberg, Elkjøp Nordic AS

CPM Pharma

"CPM Pharma is a must attend course for any pricing manager in the pharmaceutical sector. The course equipped me with many ideas I plan to implement in my company."

— Sam Owens, Aspen

Trusted by Global Leaders

AIRBUS

 **MICHELIN**

DELL

ASSA ABLOY

PHILIPS

 **Red Bull®**
ENERGY DRINK

 **Kellogg's®**

 **Roche**

LAMODA

 **sanofi**

SINCE 1894
HERSHEY'S

GRUPO
 **BIMBO**



CONTACT US

Whether you begin with an open training, a certification, or an online course, EPP supports your long-term development with additional deep dives, forums, and continuous learning pathways tailored to your goals.

For questions, guidance or support:
academy@pricingplatform.com