



# CERTIFIED PRICING MANAGER

Your roadmap to master all core pricing excellence processes

EPP® CERTIFIED

C|P|M

B2B

Certified Pricing Manager

B2B



# CONTENT

---

|   |   |
|---|---|
| Program   | 3 |
| Who will benefit from this program?                     | 5 |
| The EPP Experience & Trainers                           | 6 |
| The Value Monetization and Pricing Excellence Framework | 7 |
| Contact Us  | 8 |





# PROGRAM

The EPP **Certified Pricing Manager (CPM) B2B** Program is designed to strengthen and showcase your expertise in pricing. It offers a clear roadmap and practical skills to help you achieve pricing excellence. Throughout the program, you'll connect and exchange ideas with our expert faculty and network with other pricing professionals, building both your confidence and capabilities. The training uses interactive learning methods such as practical exercises, simulations and case studies so you can apply pricing concepts directly to real-world situations.

## MODULE 1

### THE PRICING FRAMEWORK

- Learn about the EPP Pricing Maturity Model and a proven roadmap to pricing excellence;
- Apply your 8 vital pricing projects to install transactional control:
  - Install your vital pricing analytics;
  - Correct Systematic Margin Leakages in Your Customer Portfolio;
  - Correct obvious margin leakages in your product portfolio;
  - Define floor and target prices;
  - Install portfolio price consistency;
  - Install price/ value differentiation where appropriate;
  - Improve your discount – and surcharge – policy;
  - Improve your price deviation process.
- Assess your own organizational pricing maturity;
- Define your pricing aspirations for the next 12 months;
- Explain the EPP Value Monetization and Pricing Excellence Framework.

## MODULE 2

### LINKING PRICING STRATEGY TO COMPANY STRATEGY

- Understand how to define a price strategy;
- Learn how to analyze and define your price/value line positioning;
- Understand when to be a price leader, follower, or challenger.

## MODULE 3

### PRODUCT/SERVICES PRICING

- Learn the process to set a value based price;
- Understand foundational pricing concepts:
  - Price segmentation;
  - Value mapping;
  - Price elasticity and;
  - Price sensitivity.
- Understand the price/volume trade-off in defining the 'right' price;
- Learn the research toolbox basics for value based pricing;
- Acquire Economic Value Calculation basics.



# PROGRAM

## MODULE 4

### CHANNEL PRICING – BUILDING AN EFFECTIVE DISCOUNT POLICY

- Design your effective discount and surcharge policy;
- Acquire the skills to design your price waterfall;
- Learn how to develop analyses and reports to define margin improvement projects;
- Install commercial terms.

## MODULE 5

### PRICE GUIDANCE AND EXECUTION

- Learn to implement price guidance with floor/target prices (f/channels and segments);
- Learn how to increase prices effectively.

## MODULE 6

### PRICE REVIEWS

- Establish a process and routine for reviewing prices to ensure transactional control and market adaptability;
- Prepare and implement a list price change;
- 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

### INSTALLING YOUR VITAL PRICING ANALYTICS/REPORTING

- Install your vital pricing, revenue and margin analytics:
  - Price band analysis;
  - Profitability analysis;
  - Price waterfalls;
  - Portfolio analysis;
- Install your vital pricing KPI's;
- Explore AI in Pricing.

## MODULE 8

### STARTING MARGIN IMPROVEMENT PROJECTS

- Drive pricing performance and profitability improvements projects;
- Correct obvious price leakages in your portfolio;
- Correct obvious margin leakages in your portfolio;
- Correct obvious margin leakages in your customer portfolio;
- Create a 12-month roadmap for your pricing reports, and margin improvement projects with a focus on execution and results.



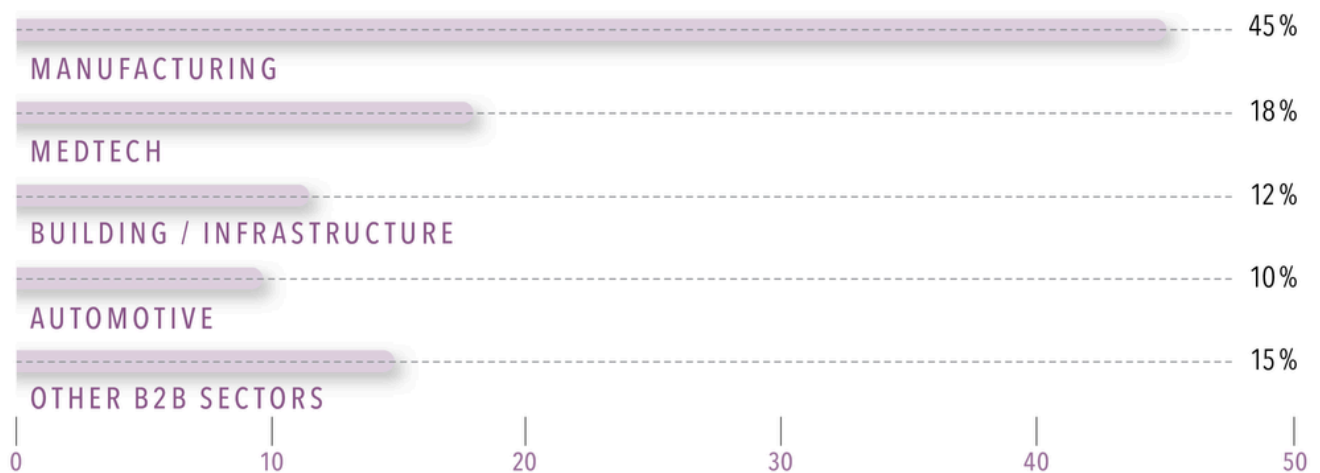
# WHO WILL BENEFIT FROM THIS PROGRAM?

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:



**25x ROI**

reported by participants in their companies after applying the training strategies and techniques.



**85%**

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



**93%**

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



**87%**

say the training has helped them make significant changes to their organization's pricing performance.

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

# THE EPP EXPERIENCE

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

This certified program takes pricing professionals through a focused learning journey, providing the knowledge, tools, and strategies to optimize pricing and implement a tailored roadmap for successful margin improvement in their organization.

### 1 LEARN

#### TARGETED PRICING EXPERTISE

The CPM curriculum gives you a deep dive into pricing strategies, with expert-led sessions and practical case studies to help you master and apply them in your organization.

### 2 INTERACT

#### INTERACTIVE AND ENGAGING LEARNING EXPERIENCE

This program connects you with pricing peers and EPP's faculty through hands-on exercises, real cases and networking for collaborative learning.

### 3 APPLY

#### PRACTICAL IMPLEMENTATION FOR ORGANIZATIONAL BENEFIT

Apply your pricing strategies through real projects and a tailored roadmap to drive successful margin optimization in your company.

### 4 CERTIFICATION

#### PROFESSIONAL RECOGNITION

The CPM certification and official badge validate your pricing expertise, demonstrate your commitment to excellence, and help you advance your career in the industry.

## MEET YOUR TRAINERS



### IAN TIDSWELL

#### Experienced Independent Consultant Co-Founder, Ideal Price

Dr. Ian Tidswell has 20+ years in **B2B pricing** across startups, multinationals, and consulting, including McKinsey, Vendavo, Medtronic, and Syngenta. He now trains and advises global companies on **designing pricing architectures aligned with commercial goals**. An EPP trainer for programs like CPM2 & 3, Channel Pricing, and MedTech, Ian is based in Basel and passionate about knowledge sharing and helping professionals **shape effective pricing strategies**.



### DIANA COELHO

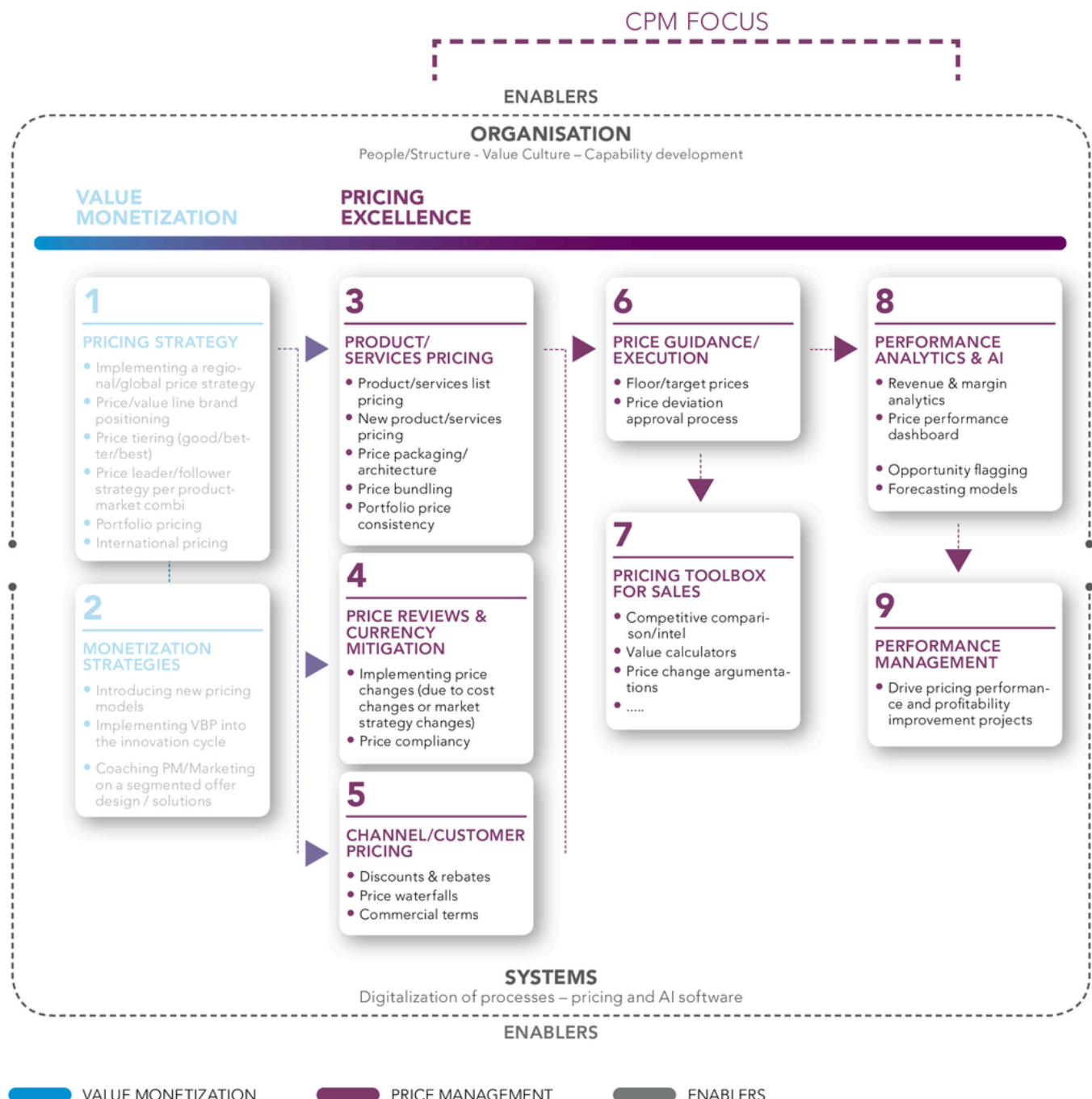
#### Founder & Lead Consultant at HOLDEE GmbH

With 15 years in Commercial Excellence, Diana specializes in **Pricing, Revenue & Profitability Management, Customer Segmentation, and Commercial Analytics**. She has managed large-scale pricing transformations, led teams across multiple countries, and optimized B2B pricing processes. Known for her **hands-on approach**, she ensures CPM participants can apply strategies directly to **real-world business challenges**.

# 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.





# Talk to a Program Advisor!

Need more details about the training experience? Reach out to our team anytime.

Contact us



For further information on the CPM® Program please contact  
[academy@pricingplatform.com](mailto:academy@pricingplatform.com)  
[www.pricingplatform.com](http://www.pricingplatform.com)  
©2025 EPP Pricing Platform. All rights reserved.



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.



PHILIPS



AIRBUS



MICHELIN

DELL

ASSA ABLOY

