



# Winning Complex Long-Term Deals

A Pricing & Deal  
Governance Masterclass



# Winning Complex Long-Term Deals

From Pricing Frameworks to Governed, Profitable Long-Term Agreements

## About the Program

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This one-day executive masterclass provides a focused and practical deep dive into **how senior pricing and commercial leaders prepare, structure, negotiate, and govern complex long-term B2B deals.**

Building on the **Six Pricing Dimensions** framework, the program goes beyond traditional pricing theory to show how pricing strategy translates into deal control, risk management, and long-term margin protection. Participants will explore how value is shaped before the RFP, how risk and asymmetries influence negotiation power, and how contract architecture and governance mechanisms determine profitability long after signature.

Throughout the day, participants will work on **real-life deal situations**, ideally their own anonymized cases, to translate constraints, commitments, and competitive dynamics into structured pricing levers. **The program combines rigorous frameworks, proven industrial best practices, and hands-on application to ensure immediate relevance and actionable outcomes.**

By the end of the session, participants will not only understand where margin is won or lost in complex multi-year deals, but will also leave with **concrete tools to structure their next high-stakes negotiation with greater discipline, clarity, and strategic control.**



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## Learning Journey

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### Module 1 – Strategic Context & Margin Leakage

- Diagnosing structural competitive pressure, identifying must-win battles, and locating where value and margin leak across the three critical stages of long-term deals.

### Module 2 – Presale & Deal Intelligence

- Mapping buyer drivers, negotiation styles, stakeholders, and competitive landscape.

### Module 3 – Pricing Architecture & Risk Translation

- Structuring pricing models, defining MDO/LAA/BATNA, and pricing constraints explicitly.

### Module 4 – Process Control

- Installing a formal deal desk, designing timelines to your advantage, and enforcing an end-to-end process.

### Module 5 – Deal Battlecard & Execution Toolkit

- Building and applying a practical battlecard to structure preparation and negotiation execution.

### Module 6 – Governance & Profitability Management

- Aligning sales and pricing, defining KPIs, and installing long-term governance standards.



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## Learning Objectives

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Throughout this training, participants will develop a structured approach to preparing, negotiating, and governing complex long-term B2B deals. The program equips senior pricing and commercial leaders with the frameworks and tools needed to protect margin and strengthen deal discipline over time.

By the end of the course, participants will be able to:

- **Increase win rate and optimize profitability in complex long-term deals**, identifying structural weaknesses across presale, negotiation, contracting, and post-signature phases.
- **Structure deals around risk, constraints, and commitments**, ensuring that commercial terms reflect asymmetries, leverage points, and long-term value drivers.
- **Translate buyer-seller BATNAs into pricing strategy**, turning negotiation dynamics and power balance into concrete pricing and concession levers.
- **Design contract architectures that protect margin**, including multi-year price models, escalation mechanisms, and value-based structuring principles.
- **Implement governance mechanisms to sustain profitability**, embedding KPIs, escalation rules, and post-signature discipline to secure long-term financial performance.



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## Key Outcomes

By the end of this program, you'll be able to:

- Apply the Six Pricing Dimensions framework to a live deal
- Build a Deal Battlecard tailored to a complex negotiation
- Price risk and long-term commitments explicitly
- Define governance rules that prevent post-signature margin erosion
- Create a personal action plan for your next high-stakes deal

## For Whom

This training is designed for senior pricing leaders, commercial directors, heads of pricing, key account leaders, and experienced B2B practitioners in manufacturing and industrial environments managing complex, multi-year deals.

### PRE-REQUISITES

Participants should be committed to strengthening complex B2B negotiations, multi-year contracting, or strategic account management in their organization. Bringing an anonymized live deal case is strongly recommended. A qualification form, followed by a short call, will ensure alignment, relevance, and maximum impact.

### OUT OF SCOPE

- Basic negotiation tactics and generic sales training
- Introductory pricing concepts
- Industry-specific confidential deal data
- Legal drafting of detailed contract clauses



# Agenda

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## Morning

### Context & Deal Reality Check

- Understanding what truly prevents companies from winning complex long-term deals and from improving margins, and why both win rate and profitability are under pressure in today's global competitive environment.

### The Six Pricing Dimensions Framework (6P)

- Introducing a proven six-dimension structure to prepare, strengthen, and control complex long-term deals.

### Applying the 6 Dimensions – Part I (Hands-on Deal Preparation)

#### Presale Intelligence & Value Structuring

- Shaping value before price pressure and positioning for advantage.

#### Pricing Risk, BATNAs & Multi-Year Logic

- Translating asymmetry, constraints, and long-term commitments into structured pricing models.

## Afternoon

### Applying the 6 Dimensions – Part II (From Contract to Control)

#### Contract Architecture & Negotiation Sequencing

- Designing enforceable multi-year structures and maintaining leverage throughout the negotiation process.

#### Deal Desk & Process Discipline

- Installing a structured deal desk and governance process to ensure disciplined execution.

#### Governance & Long-Term Profitability

- Embedding KPIs, escalation rules, and post-signature controls to protect margins over time.

#### Integration & Action Planning

- Translating insights into a concrete roadmap for participants' live deals.

## Meet your faculty

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### Olivier Dallemagne | Founder & Managing Partner of RGC

Olivier combines **19 years of strategy consulting experience** with **14 years in hands-on commercial and pricing leadership roles** at leading global companies, including a spin-off of Total and Nokia. A former BCG Partner for Industrial Goods, he is now Founder and Managing Partner of **RGC Consultants**, a company dedicated to designing and implementing resilient growth systems. **Olivier supports B2B companies of different sizes in preparing, structuring, negotiating, and governing complex long-term deals.** His work focuses on turning pricing strategy into deal control through rigorous preparation, contract design, pricing optimization, and governance. Depending on the scale of the organization and the deals involved, this approach has delivered **measurable value creation**, with upsides ranging from meaningful margin improvements to, in some cases, hundreds of millions for global industrial groups and mid-sized industrial companies.

## About EPP

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EPP is dedicated to advancing pricing and RGM excellence. Our mission is to provide professional guidance and to advocate on behalf of the pricing and RGM community, **ensuring value creation for companies, their commercial partners and customers.**

By combining expert instructors, peer-to-peer learning, real-world case studies and tools designed for practical application, EPP equips professionals and teams to **build stronger pricing capabilities and drive sustainable revenue performance.**

### TRUSTED BY





## TALK TO OUR TEAM!

If you need help learning more about the program, understanding how it fits your needs, or have any other question, our team is here to assist you.

**CONTACT US**

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