



ONLINE COURSE

Research Techniques for Value Based Pricing

Explore value-based pricing, leverage advanced research tools and master customer insights to drive profitability and market leadership.

About the Online Course

Research Techniques for Value Based Pricing is designed to equip participants with essential tools and insights for making informed pricing decisions that drive value and profitability.

The course covers the **strategic pricing pyramid, basics of measuring price elasticity, and the connection between price, value, and value drivers**. Participants will also learn advanced techniques for measuring price elasticity in competitive markets, ensuring a comprehensive understanding of effective value-based pricing strategies.

By the end of the course, participants will be able to **identify market segments, develop tailored pricing strategies, and utilize advanced tools to measure price elasticity in competitive contexts**. This course empowers participants to make data-driven decisions that optimize profits and enhance overall pricing strategy.

LEARNING AGENDA

- Introduction
- Basic considerations on pricing
- Pricing segmentation
- Measuring price elasticity
- Understanding price/ value and value drivers
- Tools in the competitive context
- Wrap-up

About the Online Course

LEARNING OBJECTIVES

By the end of this program, **you will have the tools to make informed, data-driven pricing decisions that align with customer value and drive profitability.** You will learn to segment customers, measure price elasticity, and identify key value drivers, enabling you to develop competitive pricing strategies.

Key objectives:

- Master value-based pricing fundamentals.
- Segment customers based on willingness to pay.
- Measure price elasticity for data-driven decisions.
- Identify value drivers that influence purchasing.
- Apply competitive pricing strategies for market positioning.

WHO IS THIS PROGRAM FOR?

This online training is designed for professionals with expertise in value-based pricing, including those in the following areas:

- **Pricing Professionals:** Pricing Director, Pricing Manager, Pricing Analyst
- **Revenue Growth Professionals:** Revenue Growth Management Director, Revenue Growth Management Manager, Revenue Growth Management Analyst
- **Marketing and Sales Professionals:** Marketing Director, Marketing Manager, Marketing Analyst, Sales Director, Sales Manager, Sales Analyst
- **Product Management Professionals:** Product Manager

Industries: Manufacturing, Technology, Retail, Professional Services, Healthcare, Consumer Goods, Logistics, Energy, Travel, and Tourism.



Subject Matter Expert

This online training on **Research Techniques for Value-Based Pricing** has been carefully crafted in collaboration with **Dr. Danilo Zatta**, a world-renowned expert in pricing and topline growth. Drawing on his extensive experience and expertise, Dr. Zatta has helped shape the content to ensure that participants gain the most relevant and impactful insights for implementing value-based pricing strategies.

DR. DANILO ZATTA, PHD

Dr. Zatta is recognized globally for his work in **profit improvement through revenue strategies and pricing**. He is the author of over 20 books, including *The 10 Rules of Highly Effective Pricing* and the international best-seller *The Pricing Model Revolution*, which has been translated into over 10 languages and hailed as one of the most authoritative books on pricing by Philip Kotler. Dr. Zatta's latest work, *The 10 Rules of Highly Effective Pricing*, has received widespread praise from C-level executives.

Recognized by the Financial Times as one of the world's leading pricing minds, he has also been named one of LinkedIn's Top 5 Pricing Thought Leaders and is listed among the Top 50 global Thought Leaders in Marketing and Sales. Dr. Zatta is a regular speaker at industry events and business schools worldwide.



About EPP – Pricing Platform

EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- **Certification Programs**
- **Open Programs**
- **Online Courser**
- **Costumized Programs**

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.



Faculty excellence

Our faculty consists of experienced practitioners and experts who provide valuable real-world insights.



Actionable Learning

We deliver actionable learning experiences, equipping you with practical skills and strategies to apply right away.



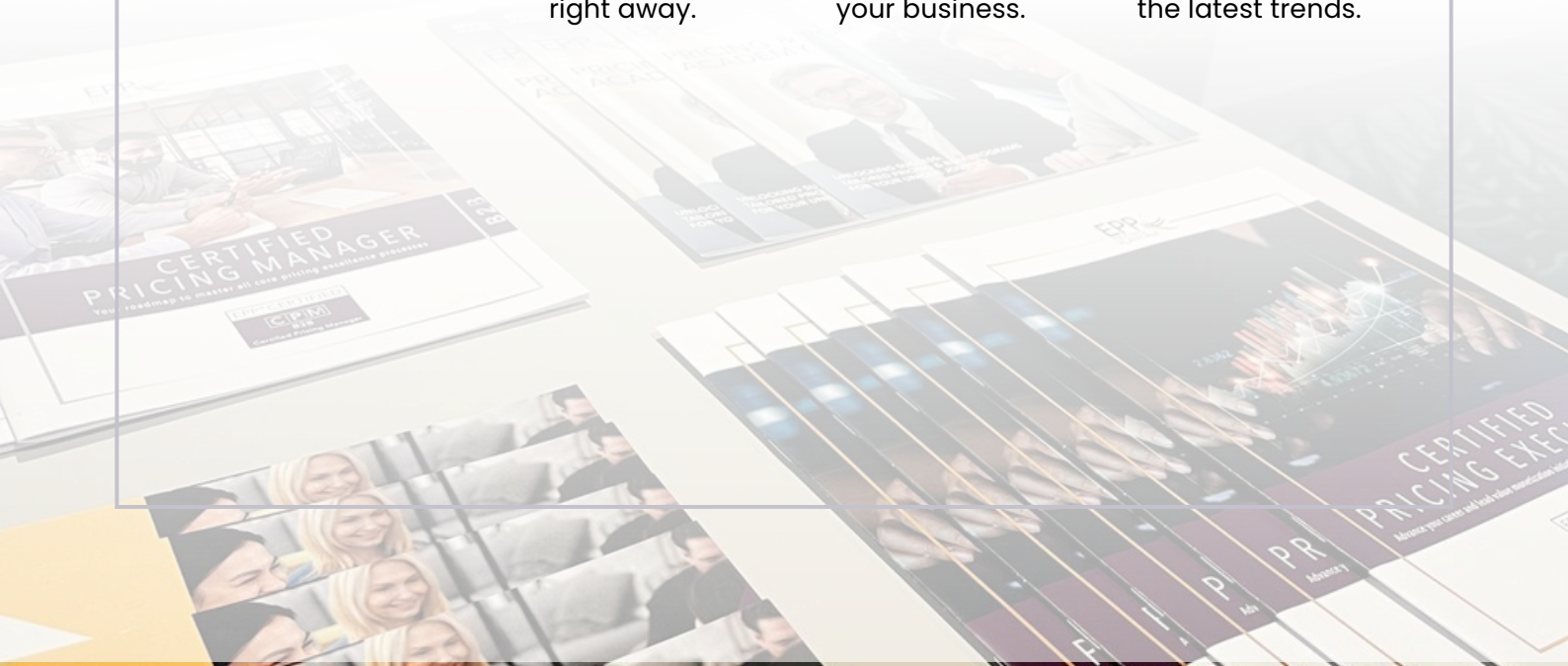
Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.



Continuous learning

Learning never stops. We offer continuous support and access to our resources, keeping you up to date with the latest trends.





TALK TO A LEARNING ADVISOR



Connect with our team if you have any questions or need further clarification. Feel free to reach out to us at:

academy@pricingplatform.com



pricingplatform.com

2025 EPP Pricing Platform – All rights reserved.

EPP is a global community for pricing and revenue management professionals. We collaborate with forward-thinking businesses to co-create impactful learning experiences, events, and content that drive revenue growth and profitability.