



CERTIFIED PRICING MANAGER®
RETAIL PROGRAM





YOUR ROADMAP TO PRICING EXCELLENCE IN RETAIL AND E-COMMERCE

2 Days of
intensive
in-class
learning

The program covers all you need to know in an intensive learning experience, delivered by top pricing experts.

1 Inspirational
session with a
guest speaker

Business experts share their best practices in a peer-to-peer setting.

2 Virtual Meet
Ups

Present impact, spice-up the opportunities and share best practices.

ROI oriented

Real-time application for immediate impact.

FOR YOU

→ a personal career and development plan

FOR YOUR COMPANY

→ effective margin improvement

→ increase the employability and recognition for pricing professionals

“A BLEND OF INTENSIVE KNOWLEDGE TRANSFER, INTERACTIVE DISCUSSIONS, EXERCISES AND GROUP WORK”

LEARN BY REFLECTION

We help you formulate your ambitions/goals for the program, and help you reflect on what you have learned.

LEARN BY DISCUSSION

We bring you state-of-the art concepts & tools and embed intensive use of real business cases to ensure optimal knowledge sharing via interactive discussions.

LEARN BY DOING

You will bring the concepts into your own certification project/organisation and make it really happen.

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WE DO NOT TEACH,
WE DEVELOP AND CERTIFY PRICING TALENT.

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THE CERTIFIED PRICING MANAGER® RETAIL PROGRAM IS TRULY **UNIQUE**

HOW YOU BENEFIT:



Gain actionable 'know how' and 'know what' to excel with pricing in Retail



Set your right priorities for the next 12 months pricing excellence roadmap



Implement a pricing strategy that is aligned with your category strategy



Real-time application for immediate impact



Become the pricing ambassador in your company



Optimize your pricing strategy and make it happen in your organization



Become a certified retail pricing manager and get rewarded





WHAT? HOW? FOR WHOM?

What:

You will learn typical **retail pricing strategies** including HiLo/EDLP, category roles, article segmentation and how to break them down to **SKU-level price tactics**, based on price elasticities and competition, considering typical **dependencies & constraints** for example bundles, private-label, multi-channel.

How:

You will learn how to leverage **behavioral pricing**, i.e. psychological biases and have the chance to improve your **promotion management** including how to assess the promo effectiveness. Finally, we will provide an overview of typical **price performance monitoring KPIs and dashboards**.

For Whom:

This training is targeted at category/pricing managers responsible for price strategies and price settings for both online and offline.

- Focus on refining the strategy and re-adjusting organizational enablers and capabilities: Chief Revenue Officer / Chief Commercial Officer / Chief Sales Officer / Head of Pricing
- Focus on adjusting prices on SKU-level based on newly acquired know-how: (Senior) Category Manager / (Senior) Pricing Manager / (Senior) Vendor Manager

This training is targeted at the following sectors:

- All retail formats
- All retail channels: online, offline and multi-channel retailers
- All product categories: packaged goods, luxury & fashion, grocery, etc.



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IT'S A DEMANDING PROGRAM,
BUT THE REWARD IS THAT
YOU'LL GROW BOTH AS
A PRICING EXPERT AND AS
A PRICING LEADER.

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THE **LEARNING GOALS** OF THE CERTIFIED PRICING MANAGER® RETAIL PROGRAM

Learning goals

- 1 What roles category play in your assortment
- 2 How to operationalize pricing on SKU-level according to category roles and article segmentations
- 3 Understanding core building blocks of dynamic pricing
- 4 How to select the right competitors for price matching
- 5 How to deal with typical price constraints in retail
- 6 How to leverage human psychology to achieve your pricing goals through introducing a concept of three such as applying the different levels of price rounding granularity depending on the article segment
- 7 How to setup promotions to generate true uplift
- 8 How to monitor price performance and identify need for action
9. Measuring promotional excellence

This will be achieved by:

1. Foundational modules and interactive presentations
2. Collaborative group projects where learners work together to solve real-world pricing challenges
3. Immersive individual case studies and simulations that replicate real pricing scenarios

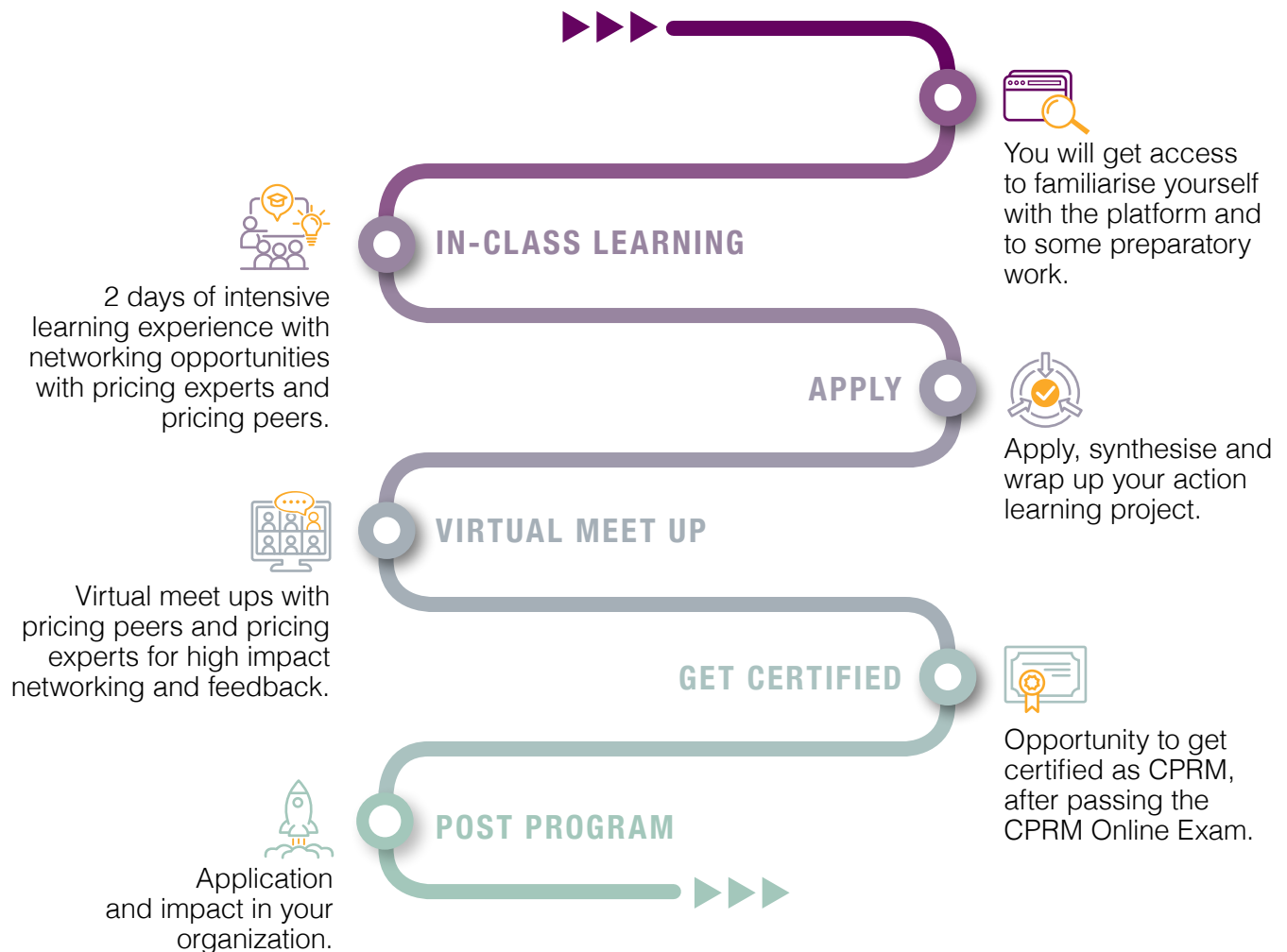


Dr. Fabian Uhrich
Partner & Associate
Director
BOSTON
CONSULTING
GROUP

Trainer:

Dr. Fabian Uhrich is a core member of Boston Consulting Group's Marketing, Sales & Pricing practice. He started his career with BCG in 2006, and his work for the firm focuses on (digital) sales and pricing from B2B via B2B2C to B2C. In addition, Fabian has expertise in advanced analytics including empirical and statistical methods as well as algorithmic and programmatic decision making. Fabian left BCG in 2014 and led the pricing & online marketing departments of zooplus, Europe's largest online shop for pet supplies. Back at BCG in 2018, he has a strong focus on retail pricing working for various online/offline and multi-channel retailers across categories from grocery to consumer electronics. Fabian holds a PhD (doctor philosophiae) in behavioral pricing from TU Munich and is resident guest lecturer for pricing at ETH Zurich.

HOW IS THE PROGRAM DESIGNED?



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GREAT EXPERIENCE,
RELEVANT INSIGHT BAC-
KED UP WITH SOUND
PRACTICAL EXPERIENCE
OF TRAINERS THAT
MAKES YOU
REFLECT.

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FOR YOU?

CHECK OUT OUR CALENDER AND RESERVE YOUR SEAT **NOW!**



Izegemsestraat 7, 8860 Lendeledede, Belgium

For further information on the
CPM®Retail Program

please contact **Ripsime Matevosian**

ripsime.matevosian@pricingplatform.com



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.