



# CERTIFIED PRICING MANAGER<sup>®</sup> RETAIL PROGRAM

EPP<sup>®</sup> CERTIFIED

**C | P | M**

**Retail**

Certified Pricing Manager



# YOUR ROADMAP TO PRICING EXCELLENCE IN RETAIL AND E-COMMERCE

<p><b>2</b> Days of intensive in-class learning</p>	<p><b>1</b> Inspirational session with a guest speaker</p>	<p><b>2</b> Virtual Meet Ups</p>	<p>ROI oriented</p>
<p>The program covers all you need to know in an intensive learning experience, delivered by top pricing experts.</p>	<p>Business experts share their best practices in a peer-to-peer setting.</p>	<p>Present impact, spice-up the opportunities and share best practices.</p>	<p>Real-time application for immediate impact.</p>

## 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.

”

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

”

# 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?

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## 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

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## 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

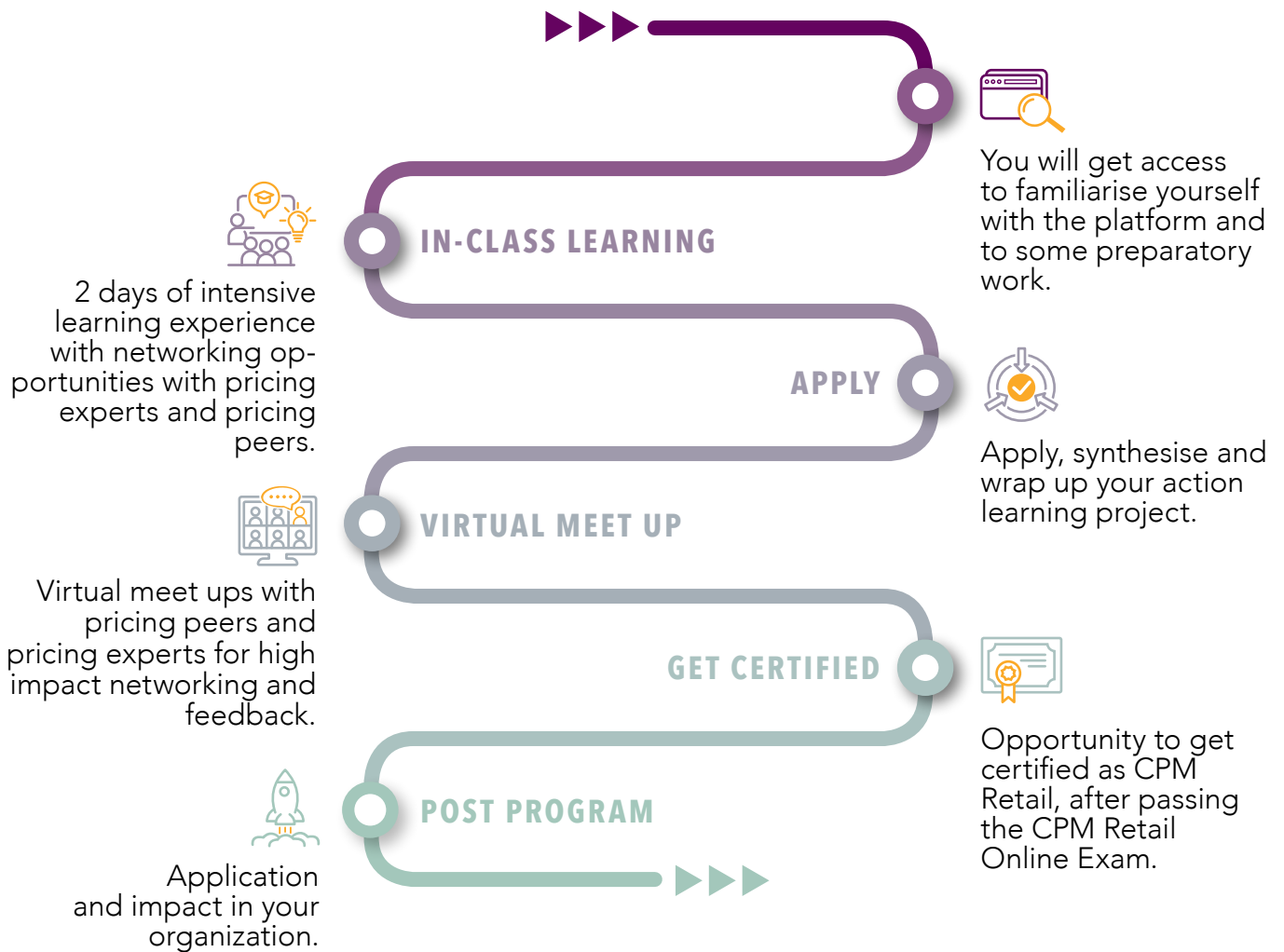
## Trainer:

Dr. Fabian Uhrich is Chief Product Officer at Quicklizard, a leading AI-powered dynamic pricing platform for retailers and brands.

Before joining Quicklizard, Fabian was a Partner and a global pricing expert at Boston Consulting Group and led Pricing & Online Marketing at Zooplus.

He holds a Ph.D. in behavioral pricing from TU Munich and lectures on pricing at ETH Zurich.

# HOW IS THE PROGRAM DESIGNED?





# FOR YOU?

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



For further information on the CPM® Program  
please contact

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[www.pricingplatform.com](http://www.pricingplatform.com)

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**CIPM**

**Retail**

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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.