



CERTIFIED PRICING MANAGER RETAIL

Your roadmap to master all core pricing excellence processes

EPP® CERTIFIED

C|P|M

Retail

Certified Pricing Manager



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PROGRAM

The **Certified Pricing Manager Retail Program** equips you with the skills to design and implement effective retail and e-commerce pricing strategies. You will learn how to align approaches such as EDLP, HiLo, and premium pricing with business goals, while ensuring omni-channel consistency. The program covers price perception and behavioral pricing, category and KVI management, elasticity-based pricing, promotional effectiveness, and best practices in governance, dashboards, and dynamic pricing tools. By the end, you will consolidate your learnings into a clear action roadmap and earn the CPM Retail certification to apply in your role.

MODULE 1

PROGRAM INTRODUCTION & MARKET CONTEXT

- Acquaintance & mutual introductions
- Learning objectives & course outline
- Setting the scene: The strategic importance of pricing in retail

MODULE 2

RETAIL PRICING STRATEGY

- Understanding different pricing approaches:
- EDLP, HiLo, Premium, Aggressive, Surgical
- Selecting the right pricing strategy based on business goals: grow, defend, keep
- Omni-channel price alignment: how to design and implement consistent pricing across channels
- Get clarity about the best pricing strategies for you own banners and categories

MODULE 3

PRICE PERCEPTION

- Behavioral pricing fundamentals: how consumers perceive price and value
- Key pricing psychology concepts: loss aversion, transaction utility, precise pricing, power of free, anchoring, asymmetric dominance, extremeness aversion, unit framing, IKEA effect, social proof, endowment effect
- Understanding the relevance of price fairness and the limitations of price discrimination
- Practical applications and examples of price perception in action

MODULE 4

RETAIL PRICING STRATEGY

- Defining category roles: Strategic, Driver, Core, Builder, Impulse
- KVI (Key Value Item) definition and logic: data-driven scoring models to identify high-impact items
- Private label pricing dynamics and their role in overall pricing strategy
- Group exercise: brainstorm KPIs to develop a scoring model for category/KVI segmentation

PROGRAM

MODULE 5

PRICING EXECUTION – OPTIMIZATION

- Competitive pricing: game theory in action – how to select the relevant competitors, beat/match/approach their prices while avoiding a downward spiral race to the bottom
- Elasticity-based pricing: understanding and calculating price elasticity to inform decisions, learning different mathematical models to estimate it based on historic transactions, dealing with data scarcity
- Designing pricing architecture across the assortment from bundling to good-better-best pricing
- Group exercises: competitor scorecard KPI brainstorm + elasticity calculation example

MODULE 6

PRICING EXECUTION – TACTICS

- Evaluating promotional effectiveness and markdown strategies
- Estimating the ROI of promotions differentiating between baseline sales and real net promo uplift
- Introducing the six promotional design levers and understanding typical pitfalls
- Applying zone pricing and price localization by region, store type, or customer segment

MODULE 7

PRICING ENABLERS

- Organization & governance: defining ownership and roles within the pricing team, understanding the pros and cons of centralized versus decentralized decision making – how to best split tasks
- Key processes and price performance monitoring systems: best-in-class dashboards and analytics to derive actions
- Introduction to dynamic pricing tools: key functional requirements, how to select the best tool, make-or-buy, success factors for the implementation
- Group exercise: map out your own organizational pricing structure

MODULE 8

FROM LEARNING TO ACTION

- Consolidation of key learnings and individual reflection
- Definition of an action roadmap to implement pricing improvements
- Overview of the CPM Retail certification exam process



KEY TAKEAWAYS & TARGET AUDIENCE

This program equips you with the skills to connect these elements and turn pricing into a real growth driver for your business.

WHO IT'S FOR

This program is designed for both **strategic leaders**, such as Chief Revenue Officers, Chief Commercial Officers, Chief Sales Officers, and Heads of Pricing, and **pricing and category experts**, including (Senior) Category Managers, Pricing Managers, and Vendor Managers.

It is relevant across **all retail formats and channels** (online, offline, and multi-channel), and applies to a wide range of **product categories**, from packaged goods and grocery to luxury, fashion, and e-commerce platforms.

HOW YOU WILL LEARN

The program is built on interactive and practice-oriented learning:

Real business cases applied to retail challenges

- **Interactive discussions** with peers and faculty
- **Hands-on exercises** on elasticity, category roles, and promotion analysis
- Development of a **personal action roadmap** to apply in your own retail environment.



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

CPM RETAIL: LEARNING WITH IMPACT

LEARNING OUTCOMES

- 1 Understand the strategic roles of categories within your assortment
- 2 Apply pricing at SKU-level based on segmentation and elasticity
- 3 Deal effectively with retail price constraints such as bundles, private labels, and multi-channel
- 4 Leverage behavioral pricing and psychology to influence consumer perception
- 5 Design and evaluate promotions that create real uplift and measure promotional effectiveness
- 6 Monitor pricing performance with dashboards and KPIs to identify areas for action

LEARNING EXPERIENCE

- 1 Foundational modules combined with interactive presentations from faculty
- 2 Group exercises to solve real-world retail pricing challenges collaboratively
- 3 Individual case studies and simulations to apply concepts in practice
- 4 Hands-on activities covering elasticity, category roles, and promotional ROI
- 5 Development of a personal action roadmap to transfer learnings into your organization



**"A BLEND OF INTENSIVE KNOWLEDGE TRANSFER,
INTERACTIVE DISCUSSIONS, EXERCISES AND GROUP WORK"**

LEARN BY REFLECTION

We support you in defining your goals and reflecting on your learning journey.

LEARN BY DISCUSSION

We combine cutting-edge concepts with real business cases to maximize learning through interactive discussions.

LEARN BY DOING

You will connect the concepts to real-world challenges and make them work in practice.

MEET YOUR TRAINERS



DR. FABIAN UHRICH

Partner & Associate Director
| Quicklizard

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.



ANNA-KATHARINA SCHMIDT

Strategy Principal - Marketing, Sales & Pricing
| Boston Consulting Group (BCG)

Anna has led over 20 international pricing projects across various industries, covering pricing strategy design, list price setting, price architecture calibration, discount and rebate optimization, pricing software vendor selection, global roll-outs, and operating model redesign. She also drove a sales excellence initiative across 9 countries, including in-depth country diagnostics, definition of sales levers, and training for local KAMs and sales teams. Additionally, she developed an international eCommerce strategy for 10 countries, focusing on market readiness, organizational design, IT infrastructure, and roll-out planning.



TILO NEUMANN

Associate Director Pricing
| Boston Consulting Group (BCG)

Tilo joined the Boston Consulting Group in July 2025. He has strong background analytical pricing (using data, algorithms, ML, AI) in the Retail, Consumer and Fashion space. He combines the experience of top-tier management consulting with in-position experience as the most senior pricing / revenue management leader in leading retailers. His recent project work has focused on pricing transformations using machine learning, AI, and demand prediction at retailers.

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

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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.